

VOGUE

A woman with dark hair styled in a bun, wearing a black beret and a black dress. She is draped in a shawl with wide, colorful diagonal stripes in shades of purple, blue, red, and gold. She holds a newspaper behind her head with her left hand and a glass of white wine in her right hand. She is looking directly at the camera with a slight smile.

PARIS OPENINGS
SPRING SHOPPING
MARCH · 1 · 1934
PRICE 35 CENTS

© THE CONDE NAST PUBLICATIONS, INC.



Sometimes a week-end visit gives you several good ideas...



But why wait to meet these big bold towels in the home of a friend before having some at your place? If you're wise enough to want such things, you'll get down-town today . . . ask to see Cannon's new magnificents . . . and give in gracefully.

CANNON TOWELS

OF COURSE



HOW BIG IS A TOWEL?

The leading Cannon towels for 1934 average over two-by-four feet in size, have at least eleven hundred square inches of soft drying surface and as much as fourteen hundred. *That's luxury!* . . . Cannon towel prices go from 19c to \$2.50 each—matched bath sets (in Cellophane) from \$1 to \$10. Whatever you spend, the Cannon label means more-for-the-money.



HOW WHITE IS A SHEET?

Cannon sheets are a shade whiter than other "white" sheets. They are softer and smoother too—marvelously even in weave and free from hard and shiny fillers. And they keep their fresh look and feel for years, longer than others. . . . There's a Cannon sheet in each price class, one for every bed—always a top value, grade-for-grade and size-for-size.

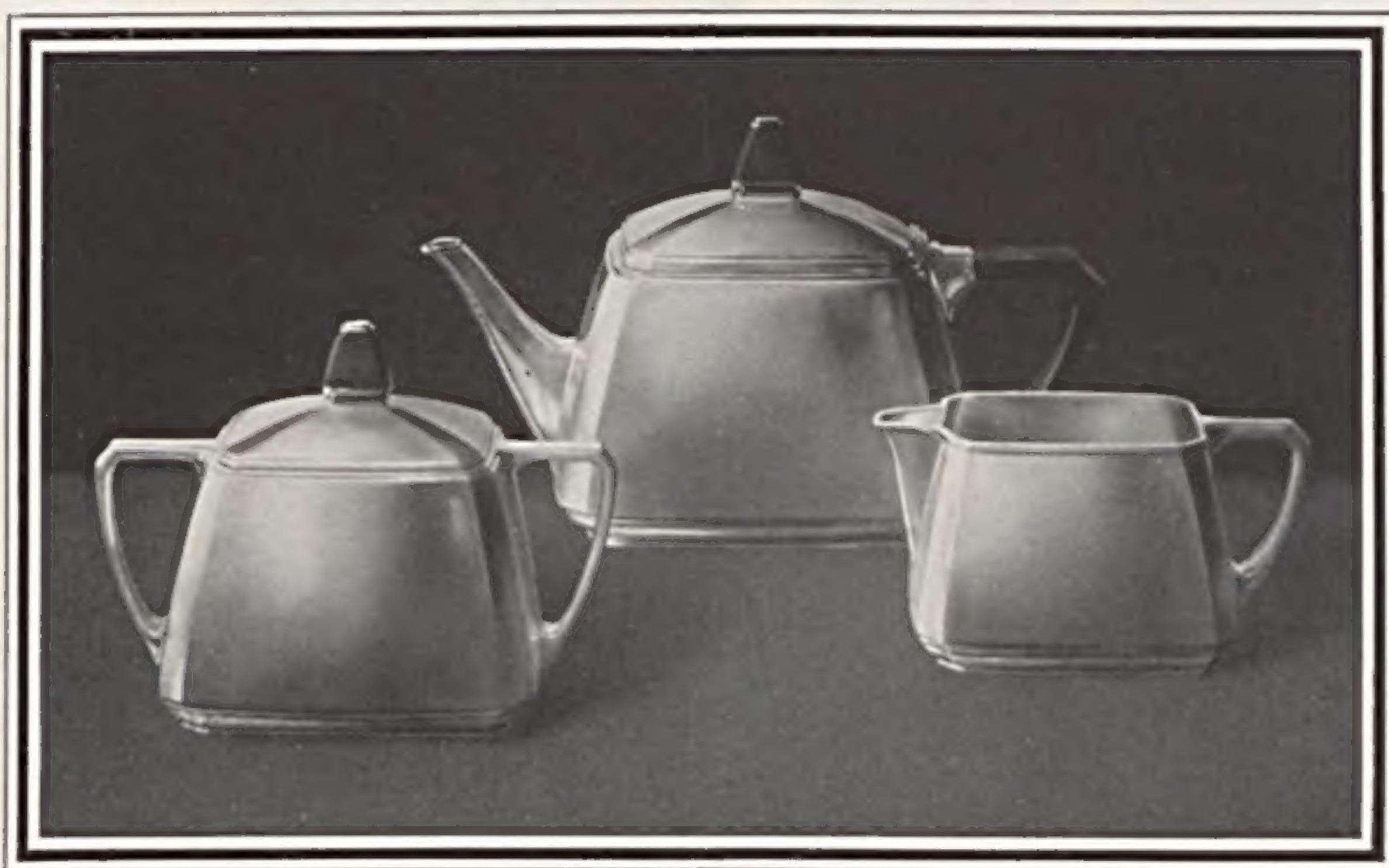
THIS season's towels are larger and thicker and softer and thirstier. Feel their long, shaggy fur. Measure one tip to tip by your own wing spread. Pat the palm of your hand deep down into this velvety bath mat. . . . Then think how *very* gently they'll handle you after your next thousand baths!

They'll keep your bathroom young too. Towel fashions have turned the corner to simple classical forms—like bars and bands, stars and stripes—newly arranged and done in deeper, richer tones. Solid colors are particularly good. So are snow whites with a wide swish of real red or some dark pastel. One interesting Cannon series uses garnet, emerald or deep sapphire as a body color—or the same tones reversed as a border on butter yellow. . . . Yes, Cannon towels are plenty versatile, as ever, but don't expect posies and pretties—not this year.

And remember this: You can't pay too much for a Cannon towel. They come high, they come low—but any point on the scale marks top value. The Cannon label is *always* a guide to plus quality, minus expense. . . . Cannon Mills, Inc., 70 Worth Street, New York City.

TIFFANY & Co.

JEWELERS SILVERSMITHS STATIONERS



Silverware
Quality and Style

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

FIFTH AVENUE & 37TH STREET
NEW YORK

PARIS

LONDON



"VOL DE NUIT"
NIGHT FLIGHT
BY

GUERLAIN



Arthur O'Neill

☆

ON THE PLAZA • NEW YORK
**BERGDORF
GOODMAN**
5TH AVENUE AT 58TH STREET

☆ Redingote—new long-coated suit for spring luncheons *à deux*. Black woolen. Frankly custom-made. With blouse and hand-made gloves in the pearl gray and black of one's escort's cravat. An original from our brilliant spring collections, made-to-order . . . ready-to-wear.

A Fabric Created of Crown Rayon... It's Tested!



QUIET DISTINCTION . . . If you insist upon smartness that is restrained, if you are fastidious about quality—this model with its soft dressmaker lines will delight! Fashioned in Handrella, the important new luxury Sheer loomed in the hand-drawn manner by Edwin I. Golding . . . Woven of Crown Rayon, it has been tested for fabric construction, dry cleanability and immunity to fading . . . The 'windswept' wing of fine lace and embroidery is an accent of distinguished flattery. Presented in navy or black. Sizes 34-44. Price 39.75. Women's Dress Department, Third Floor.

B. ALTMAN & CO.
FIFTH AVENUE • NEW YORK
EAST ORANGE • WHITE PLAINS

Crown Rayon Yarns, product of THE VISCOSE COMPANY, World's Largest Producers of Rayon, 200 Madison Avenue, New York City . . . We comply with the N R A

B. ALTMAN & CO.

any or all of these will do your
Easter costume no end of good

a striped mogador tie silk blouse . . . 10.00

a straw hat with a matching bandeau . . . 8.50

a bright red morocco bag with
an equally bright metal frame . . . 12.50

a large white crisp carnation . . . 1.95

accessory shop—main floor





This jacket costume in a Pall Mall print brings you fashion's newest treatment of checks. Inverted pleats add gracefulness to the skirt and the two-toned ascot is a correct detail that typifies Golflex fashions. In navy with white, brown with white, black with white and green with white. Sizes 14 to 42 \$29.75.



Nothing quite so refreshing for Spring as a polka dot trimmed with spotless white. Here Golflex presents a welcome version of the ensemble in this crisp combination with one-piece dress, finger-tip jacket, and collar of washable white silk. In navy with white, black with white, brown with white and green with white. Sizes 14 to 42 \$29.75.

GOLFLEX

AT B. ALTMAN & CO., NEW YORK • MARSHALL FIELD, CHICAGO • AND SMARTEST STORES EVERYWHERE

NOW THAT "QUALITY-BUYING" HAS COME BACK

Why not have Wamsutta Sheets *yourself*?

Now that the Bootleg Bargain era is over, people who know the difference are buying important things with a renewed insistence on quality.

Genuine Wamsutta from New Bedford is replacing shabby, price-bought sheets in thousands of linen closets . . . like the old remembered names from Rheims, Bordeaux and the Côte d'Or that are now coming back again

to the shelves of distinguished wine cellars.

In more than eighty years the combination of exquisite smoothness and amazing strength in Wamsutta Sheets has never lent itself very successfully to imitation. Today the many so-called "percales" which are being offered in this country and abroad are a significant reminder that, after all, "There is only *one* Wamsutta."



WAMSUTTA MILLS
Founded 1846
New Bedford, Mass.



"There is only ONE Wamsutta"

P ARIS AND FIFTH AVENUE



This original dress from Bergdoff Goodman's smart collection reveals how Skimpies adds an intriguing symmetry of curves even to the most beautiful creation.



*Especially posed by Mona Moray.
Photo by Arthur O'Neill*

ACCLAIM

"Skimpies"

TRADE MARK REG. U.S. PAT. OFF.

by *Model*

THE NEWEST SCANTIES

REG. U.S. PAT. OFF.

"THE WORLD'S
MOST ABBREVIATED
UNDERGARMENT"

Skimpies and a dress—that's all

● It's news when one must wear less beneath . . . to be more stylish! But this is the dictum of Fashion authorities. The Spring dresses are designed for the nude silhouette. They cling so tightly—and reveal so much. Only a new kind of undergarment can bring out their true beauty.

Skimpies by Model . . . even less to wear than Scanties. Chosen by Paris when designers introduced this new style . . . featured in every Parisian salon . . . quickly and enthusiastically adopted by the Fifth Avenue stylists as the answer for this daring silhouette.

What Skimpies does to your figure is amazing! A few scant ounces creates a firm symmetry of curves, lifts and shapes the bust . . . narrows the waist . . . conceals the diaphragm . . . gives the hips a sculptured slenderness . . . and never reveals a single wrinkle or bulge, so tightly does this new creation hug the legs and thighs. Nothing is smoother and smarter for evening wear, because one pair of shoulder straps holds all. Also note the new "Inviz-a-Grip" garters.

There is a Skimpies for Miss or Matron . . . that's as easily washed as a pair of stockings. You will find it featured at all leading stores from Fifth Avenue to Hollywood. Priced from \$5.00 to \$50.00.

Model Brassière Co.
INCORPORATED

EMPIRE STATE BUILDING, NEW YORK

1-1 Canada E. & S. Currie, Ltd., Toronto

Style illustrated—745





To wilt OR Not to wilt

THAT IS THE DRESS QUESTION

Anti-Crease

FABRICS RESIST

Wrinkles

A half-hour of close quarters in the rumble seat . . . an unseasonably hot, humid day . . . wrinkled frocks that droop listlessly, ruefully recalling a vanished freshness and yearning for the iron . . .

There's nothing smart about wrinkles. But there's no longer any excuse for having them. Certainly not in one's dress. For now there are Anti-Crease Fabrics, fabrics whose freshness and loveliness last all through the day and from day to day.

They have wonderful powers of recovery. Hang them up overnight and they'll smile at you next day without a wrinkle. They drape as beautifully as silk and wash as readily as wool.

ROBIA VOILE, an imported fabric, possesses this Anti-Crease feature. It comes in a wide range of charming patterns, some color-woven, some printed. It is a guaranteed Tootal product with the Robia name plainly marked on the selvage.

See it at the better shops, by the yard or made up in smart frocks which carry the Robia label. Should you have any difficulty in securing it, please write us.

You will find, too, a brilliant array of American-made Anti-Crease Fabrics in cottons, rayons and rayon mixtures—from chiffon voiles to the crepes and linen-like weaves that are so much the vogue today.

American Anti-Crease Fabrics are marked on the selvage "Anti-Crease Fabrics TBL1734516." None are genuine without this identification.

TOOTAL BROADHURST LEE COMPANY LIMITED • 1441 BROADWAY, NEW YORK
REGD.

HEAD OFFICE: MANCHESTER, ENGLAND



LEE MILLER

DASHING PRINTS ARE GOOD . . . especially when topped with a matching print-lined velveteen coat. That hat is made of the new stitched straw-silk. One of many formal day costumes in our spring collection, of custom-made and ready-to-wear.

HATTIE CARNEGIE

FORTY-TWO EAST FORTY-NINTH, NEW YORK CITY

In California, I. MAGNIN

Complete *Springtime Symphony of* FOOT FASHIONS

by I. MILLER



The MARIBEL



The EASTWOOD



The SURRAN



The DE MONDE

Trim, slim, "tailoreds" for chic when you shop



The MAYFAIR



PRINCESS AMALFI



The CALINDA



The CHARMANT

Sandal "coquettes" for your five o'clock frock



The CAPRI



The MAJORCA



The PLAGE

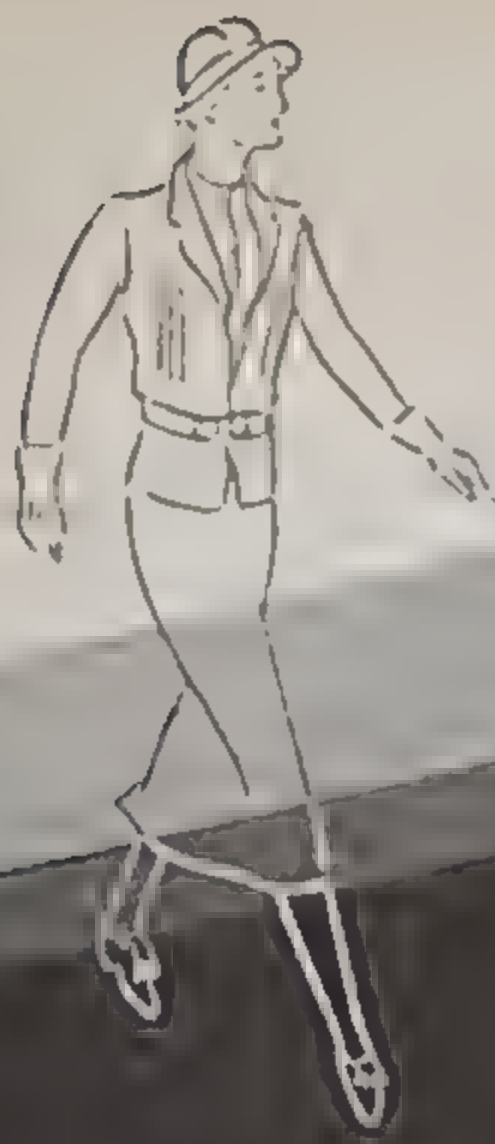


The ANTIBES

● ALL THESE SHOES ARE EXCLUSIVE WITH I. MILLER. DESIGN PATENTS HAVE BEEN GRANTED ON SOME OF THEM . . . ON OTHERS, PATENTS ARE PENDING

"PEEPING TOES" FOR "HOSTESS" AND BEACH — LOW-HEEL SANDALS FOR SPORTS WEAR

These shoes are also made in formal fabrics for the cocktail hour



The DUNWOODIE



SWANKY OXFORD



NEW SWAGGER



The ALPINE

'Wingait's' for country or town-walking in tweeds



The PICKWICK



The PLANDOME

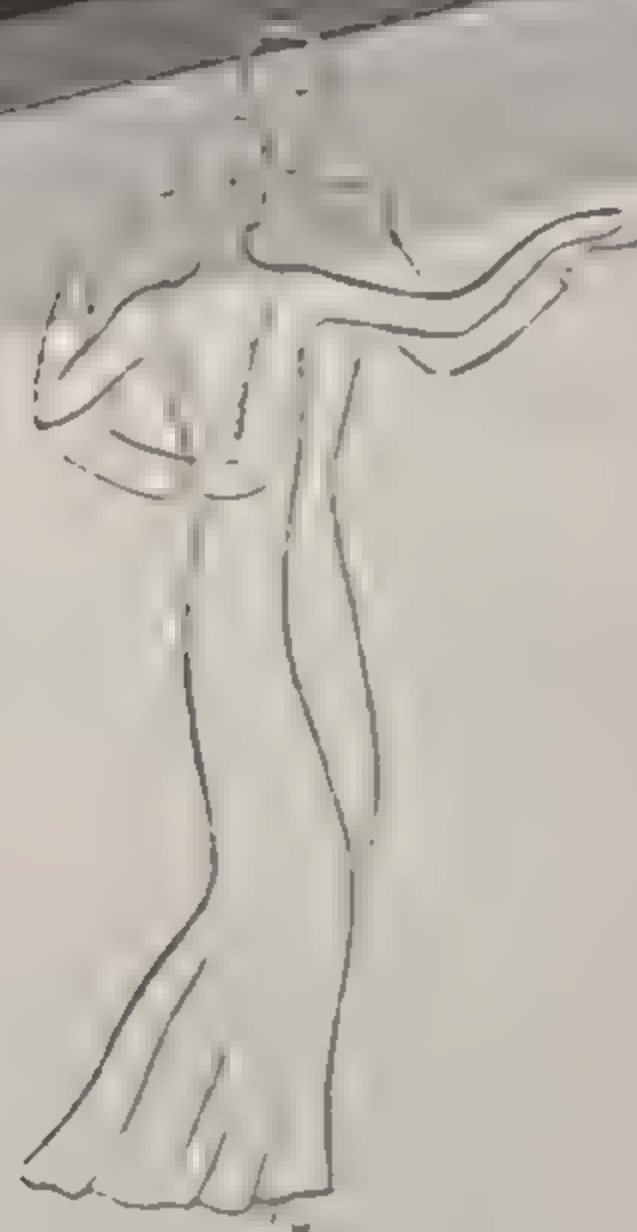


The CHARMAIS



The SARDIE

The daintiest slippers for luncheons and teas



A SHOE for every occasion ~ a fit for every foot

Whatever the taste or type of costume—be it evening or the cocktail hour; tea-time, town or country walking—I. Miller has a shoe to fit the occasion. Rough leathers, laced and perforated to enhance the surface interest of the important tweed costume—kidskins, with discreet decorations to complement the afternoon ensemble—daring ideas for evening sandals—delicately restrained ties—trim Oxfords—low heels and high—I. Miller offers a complete symphony of footwear for Springtime.

When high heels alone were high fashion, I. Miller applied himself principally to the *haut talon*. But since low heels and the walking mode have come into favor, he has created the famous *walking "Wingait Last"*, and other lasts to fit all types of feet in all heel heights. And all of them are endowed with the grace and beauty which brought I. Miller fame. In short, every woman—matron or miss—can now find foot-happiness, completely wardrobe by I. Miller. from evening slippers to golf brogues.

I. MILLER



STORES AND AGENCIES
IN PRINCIPAL CITIES



Fashions by PARIS Figures by CHARIS

Paris . . . creator of fashion . . . moulder of feminine opinion with regard to style.

Charis . . . creator of beauty . . . moulder of feminine form in accordance with style.

Paris, the autocrat . . . disdainful of all that is less than perfect . . . seeing all women as one . . . indifferent to personal difficulties in following her whims and fancies.

Charis, the diplomat . . . mindful of all human imperfection . . . seeing all women as individuals . . . Aware of each personal problem in figure improvement. Offering a garment designed for your personal needs—assuring you the correct foundation for every current style!

No wonder the average American woman, in her seasonal struggles with fashion, echoes the opinion of a famous stylist: "How dull this world would be, without Paris—how difficult, without Charis!"



Charis presents a complete line of smart, moderately priced foundation garments, including models designed for the individual requirements of a wide variety of figure types. Every garment contains superior features of support and control, fully protected by patent. Free, expert assistance is provided to aid your selection of the model best suited to your needs. This service is available, in the privacy of your home, through a competent representative who can be reached by mail or 'phone at the local Charis Establishment.

Ask Dorothy Chase

Dorothy Chase, International Fashion and Figure Authority, now offers you her illustrated Figure Analysis Chart, free of charge. With this Chart you can classify and analyze your own figure—determine what improvement you need to wear smart, current styles. To secure your copy of Miss Chase's fascinating chart, use the coupon opposite.



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CHARIS

Famous motion picture actresses appear in person on Charis, Coast-to-Coast radio programs. C.B.S. Network. Broadcast from Hollywood every Wednesday, 1.15 P. M., E. S. T.

Charis Corporation, Allentown, Pa.
Charis Limited, Toronto, Canada

Miss Dorothy Chase, Charis Corporation, Allentown, Pa. (V-1-30)

Please send me, free, a copy of your illustrated Figure Analysis Chart.

Name

Address

Town.....State.....



you from tee to tea!

It's a new idea
KNITS
that take

GALLOPADE: knit to look, feel, and wear like a nubby tweed! It's the well-bred, tailored kind of three-piece suit Londoners love for sports. **29.75**

CAMISADE: a new corduroy knit with action in every line, to bring your golf score down! Button up the shirt, the skirt, and you're ready. **19.75**

If you're like most, you've always felt your nicest and looked your best in a knit. And you've wished something could be done about knits so you wouldn't have to budge out of them from eighteenth hole to high tea. Something has been done, and Best's has the happy results! Their name is Sacony—and all we need tell you before you come in for yours is that they're just about perfect for every hour, every occasion, and every figure. Sizes 14-20, Third Floor.

Best & Co.

FIFTH AVENUE AT 35th STREET

Garden City Mamaroneck East Orange
Brookline Ardmore

FUMADE: two colors knit diagonally into crisp lines to make an impression at a business conference! Two-piece, with gobs of cord for a belt. **25.00**

ESPLANADE: the perfect tea knit. It's a zephyr, in diagonal ribs for flattery—and its buttons are clear chunks of prystal bound round with wicker! **19.75**

AUBADE: a hand-knit look, a tie-belt, and a tiny roll collar of rabbits' hair and zephyr ..to draw eyes across the luncheon table. **19.75**



A U T O G R A P H E D O R I G I N A L S

A M E R I C A N D E S I G N E D

VALENTINO SARRA

FOR AMERICAN
WOMEN

by

Irma Kirby

The growing influence of this designer is the most important style news of the day. Her native understanding of American life, American climate and American society is of course her inspiration and advantage. Tastes of American women change so rapidly that continental designers off the ground cannot follow them. Originality, skill and the finest of materials all combine to place her models in the leading style stores of the nation. Many EISENBERG originals will be presented in Vogue. We will be glad to tell you where you can see them . . . write us.



In this model a proper regard for practicality and real comfort go hand in hand with simple elegance. A medium weight coat of AMERA wool over a dashing print dress. A perfect dress without the coat, too—colorful crepe of

PURE Silk!...

Spontaneous approval by American women of fashion season on season has made these autographed originals the feature in important stores throughout the nation
EISENBERG & SONS Makers 309 WEST JACKSON CHICAGO



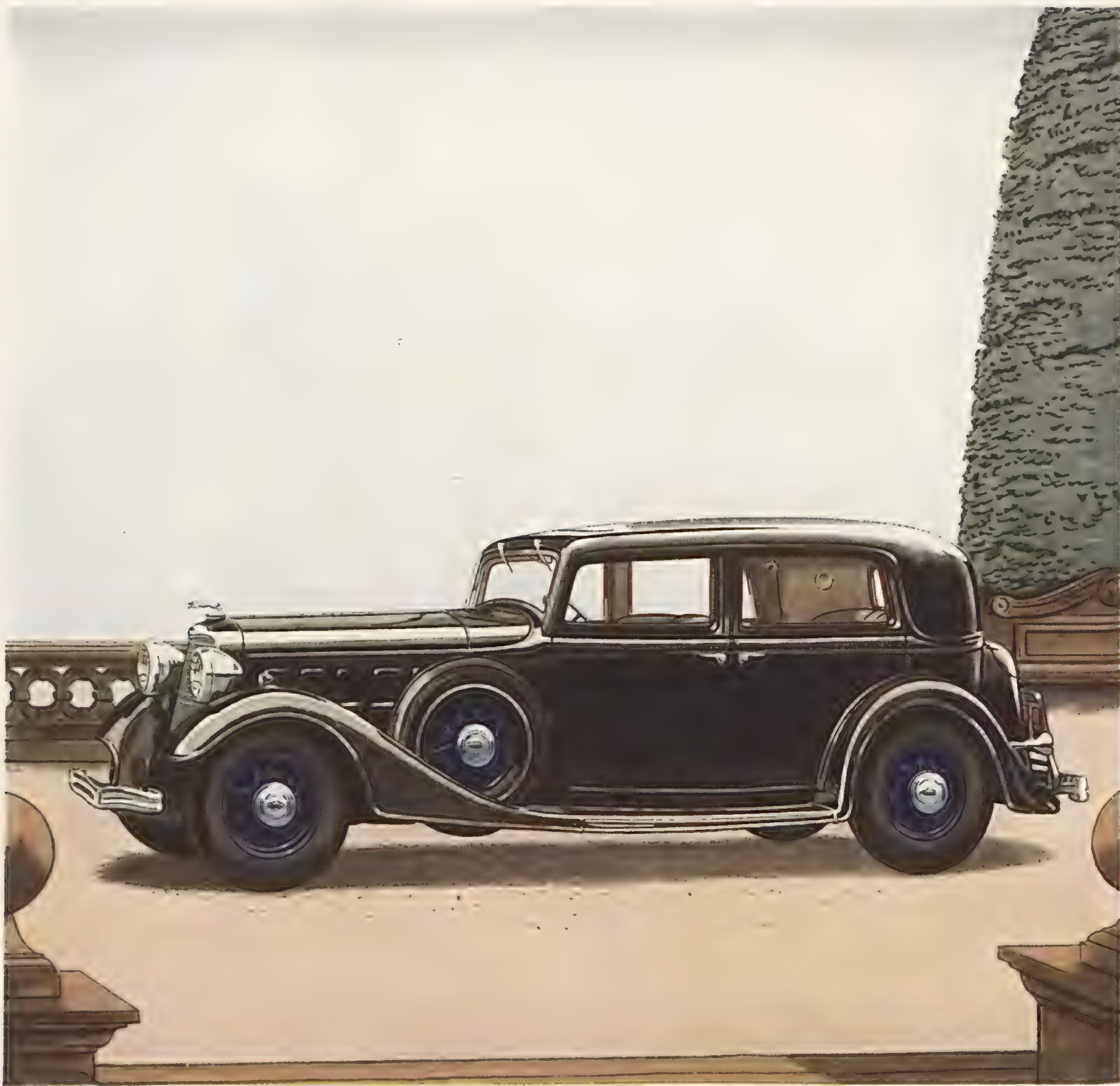
Spring's high fashion... the utterly simple, beautifully tailored suit... featuring Forstmann's new Flagship blue.

Forstmann Woolens and their lovely colors were created especially for the strikingly simple suit or coat, the success of which depends entirely on the supreme quality of its fabric . . . its supple, clinging texture . . . its clear, sparkling color. In this important mode, Forstmann Woolens lend themselves perfectly to charming color contrasts . . . both in the monotonies, and the exciting new Forstones, which combine the color gayety of tweeds with the graceful, clinging qualities of fine woolen crêpes. And when you select a costume of Forstmann Woolen, you have the satisfaction of knowing that its smart lines and lovely colors will endure throughout its lifetime.

Forstmann Woolens are featured by the country's leading retail stores . . . in garments for general and sports wear, and by the yard. Forstmann Woolen Co., Passaic, New Jersey. Sales Office, 200 Madison Avenue, New York City.



Forstmann Woolens



THE TWO-WINDOW TOWN SEDAN

***The* LINCOLN**

EVEN the man or woman who leaves everything about the car to the chauffeur knows that the heart of a motor car is its engine. Beneath the hood of every new Lincoln is a V-12 cylinder engine which develops 150 horsepower. Lincoln engineers declare it the finest they have yet designed. Its perfection results from extended research, long experience. . . . The Lincoln is not an automobile which can be built hurriedly, or sold cheaply. But the Lincoln will serve you handsomely. This is a luxurious car, a safe car, a car that will leave you refreshed at the end of journeys longer than you are used to making. And it is a car easy to keep in condition, as many who own two, three or five Lincolns will attest. . . . Faster acceleration. Improved braking mechanism. New clear-vision ventilation system. Two wheelbase lengths, in standard and custom-built body types. From \$3200, at Detroit.

Shagmoor's
spring quartet... in fabrics
only Shagmoor can make
\$39.75



A. "Polo Classic" of Shagmoor's alpaca fleece cloth, checked or plain.

B. Shagmoor's Scarf coat, "Wear-Me-Home", of patented reversible fabric.

C. Shagmoor's "Town and Country" suit of reversible plain and checked fabric.

D. "Spring Breeze" — the Shagmoor coat with the new flaring silhouette.

Shagmoor fabrics are famous for keeping their shape; Shagmoor fashions are famous for staying in style. Together they make an unbeatable pair; and together they've made smart women all over the country respect the Shagmoor label. Shagmoors are sold in almost all important cities; if you do not find them near you write for our new booklet. Prices to 98.50.

NEW loveliness for your table



We created this for you . . . and you . . . and you! For charming Marjory T. in Chicago. For popular, vivacious Nancy B. in Boston. For lovely Mary L. in Philadelphia, and queenly Cathryn van Z. in New York. Like so many, many brides, you "adored" the SYMPHONY pattern in TOWLE Sterling. But you confessed also that you'd like it even better if it were "just a bit richer . . . more formally decorative." So for you (and for the thousands of other lovely ladies who share your very modern, very feminine preferences) we have created SYMPHONY CHASED . . . with a formal, beautifully detailed chased motif that adds an even richer interest to Symphony's lovely outlines.



Symphony

Symphony Chased

—fascinating NEW sister of SYMPHONY



and a **NEW** book for brides..



"How to Plan Your Wedding and Your Silver"

Twenty-four pages packed full of information . . . when and how to handle every little detail of your wedding . . . even the most informal wedding needs it. Saves you all the tiring last minute questions and rush. Tells you what to do three months before the wedding . . . two months before . . . six weeks . . . three weeks . . . last week . . . and on the wedding day. Space to list your attendants, music, color scheme, flowers, etc., etc. Four pages for the groom to remind him of wardrobe, insurance, etc. Chapter by Emily Post and "Vogue" on Sterling. Their advice has made countless weddings successful. Send today for this book (see coupon). You really can't get married properly without it. Use the coupon below for free pictures and prices of all Towle patterns with free chart of preferred engraving suggestions.



TOWLE

Makers of **STERLING** only
with unbroken craft traditions
SINCE 1690



The lovely TOWLE Sterling patterns shown above are (reading downward)

Lady Diana
Chased Diana
Cascade
Old Brocade
Craftsman
Louis XIV

Who buys flowers for the bride's mother?
See Page 5.

<p>3 <i>How to Plan Your Wedding and Your Silver</i></p> <p>Give us your name, address, and phone number.</p> <p>What is your date?</p> <p>Exchange ceremony?</p> <p>Arrangements for church?</p> <p>Reception at home or elsewhere?</p> <p>Is wedding to be held at home?</p> <p>Send us your list of attendants, including names and addresses.</p> <p>Do you want a list of preferred engraving suggestions?</p> <p>Do you want a list of preferred engraving suggestions?</p> <p>Do you want a list of preferred engraving suggestions?</p>	<p>Attendants</p> <p>Name of bride's mother _____</p> <p>Name of bride's father _____</p> <p>Name of bride's mother _____</p> <p>Name of bride's father _____</p> <p>Name of bride's mother _____</p> <p>Name of bride's father _____</p> <p>Name of bride's mother _____</p> <p>Name of bride's father _____</p> <p>Name of bride's mother _____</p> <p>Name of bride's father _____</p>
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What decorations are correct for the church? The house?
See Page 8.

8 *How to Plan Your Wedding and Your Silver*

Give us your name, address, and phone number.

What is your date?

Exchange ceremony?

Arrangements for church?

Reception at home or elsewhere?

Is wedding to be held at home?

Send us your list of attendants, including names and addresses.

Do you want a list of preferred engraving suggestions?

Do you want a list of preferred engraving suggestions?

Do you want a list of preferred engraving suggestions?

FOR THE GROOM
Should the groom's family assist in addressing invitations?
See Page 20.

3 *How to Plan Your Wedding and Your Silver*

Give us your name, address, and phone number.

What is your date?

Exchange ceremony?

Arrangements for church?

Reception at home or elsewhere?

Is wedding to be held at home?

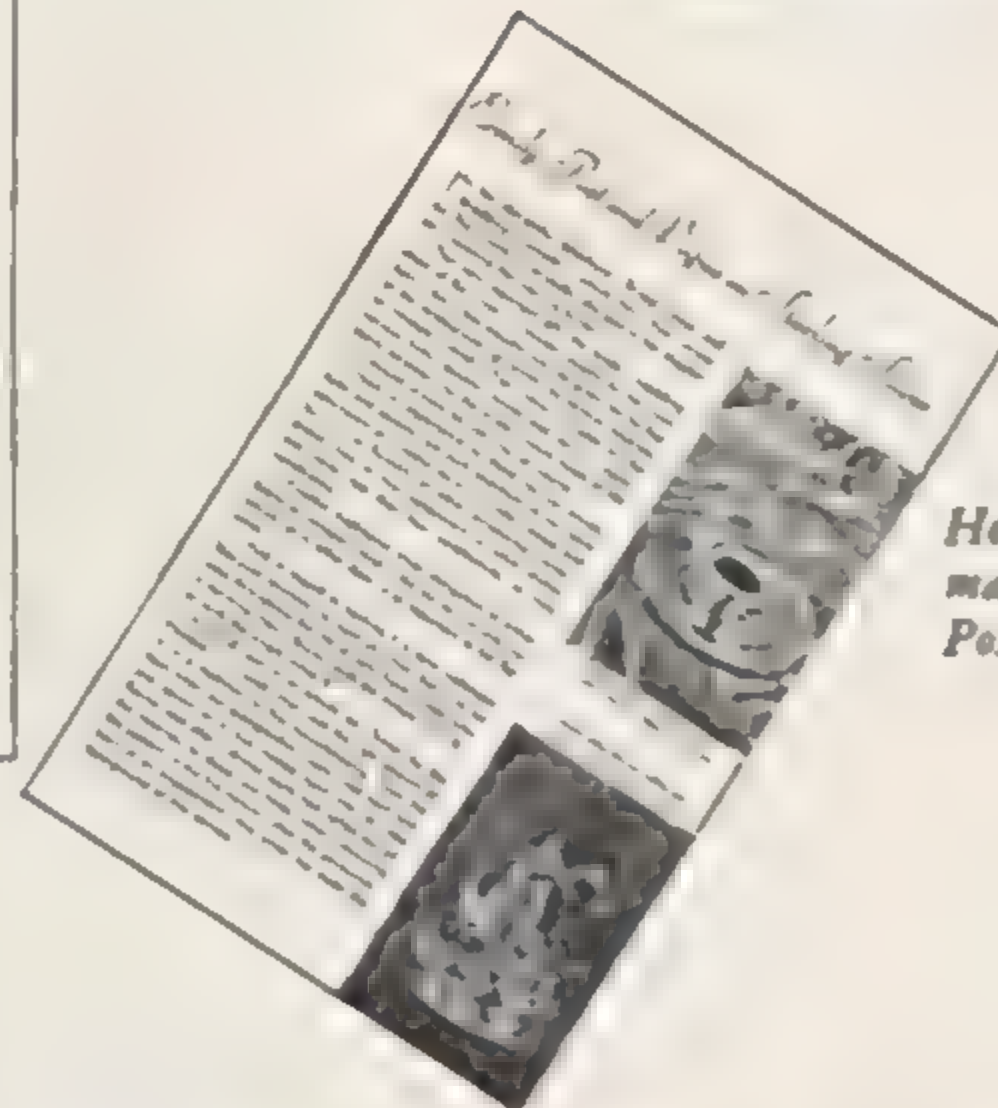
Send us your list of attendants, including names and addresses.

Do you want a list of preferred engraving suggestions?

Do you want a list of preferred engraving suggestions?

Do you want a list of preferred engraving suggestions?

How should silver be marked? Read Emily Post on Page 23.



FREE — Take this coupon to any TOWLE jeweler who will gladly give you a copy of "How to Plan Your Wedding and Your Silver" free. Or write us direct, enclosing 10 cents to cover cost of mailing.

THE TOWLE SILVERSMITHS — Dept. K-3, Newburyport, Massachusetts
[] Please send me free illustrations and prices of all the TOWLE patterns, and a chart of engraving suggestions. I am interested in the _____ pattern.
[] I enclose 10 cents (coin or stamps) for which please send me (in addition to above) a copy of "How to Plan Your Wedding and Your Silver."

Name _____
Address _____
City and State _____
My jeweler is _____



Vogue's address

B

BAGS

LADIES' BAGS. We specialize in recovering and mending all kinds of bags. Models made to order in Tapestry, Needlepoint, Petit Point. Send for catalog. Wm. Nibur, 2432 B'way, 510 & 649 Mad. Ave., N. Y.

LEONARD MOESE. formerly of Paris. Custom hand bags. Also repairing, recovering, re-lining. Workmanship guaranteed. Your material if desired. Workmanship guaranteed. Mail orders. 65 W. 55 St., N. Y.

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EYEBROWS & LASHES darkened permanently with Colours. Eliminates daily make-up. Sold everywhere. \$1.25 postpaid. Treatment 50c at Spino's, 26 West 58th St. & 35 West 46th St., N. Y.

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Free booklet. Address: 1 West 34th St., near 5th Ave., Room 709, New York City. Telephone Wisconsin 7-7883

ELLA LOUISE KELLER'S personal method of Electrolysis satisfactorily destroys Superfluous Hair. Only method recommended by physicians. 11 W. 42 St., N. Y. Long. 5-6537. Also Chicago—Minneapolis

NATALIE TOVIM. Reg. Nurse, uses her improved method of painless electrolysis to remove superfluous hairs permanently. any thickness. Endorsed by physicians. Med. Arts Bldg., 57 W. 57 St., N. Y. Wick. 2-3541

MME. MAYS. Scientific facial rejuvenation; lines, wrinkles, freckles, blemishes removed. Skin restored to youthful freshness. Physicians' endorsements. Free booklet. 38 W. 55th St., N. Y. Wickersham 2-7051

FREE BOOKLET NO. 31A ON FACIAL RECONSTRUCTION—Plastic science as perfected at the great Polyclinic of Vienna and now accessible to you at reasonable fees. Smooth, youthful skin, and perfect features can be yours for the asking. Noses reshaped, protruding ears corrected, wrinkles, scars, moles and blemishes removed. Safe, effective and permanent. Dr. Stotter, 50 East 42 Street, New York City

FACE LIFTING by BLOODLESS SURGERY. No peeling, no cutting, no pain or danger. No retirement. The only one of its kind in the U. S. This method removes all lines, frowns, double chins, fills out hollow cheeks & shoulders. Satisfaction assured, no advance payment. The Renna Method, 171 W. 57th St., N. Y. Circle 7-7127. Boston Studio: 115 Newbury St., Philadelphia Studio: 2931 Locust St.

FLESH REDUCING CREAM. Reduce from three to five pounds a week. Trial size jar with instructions \$2.50. No diet or strenuous exercise. Harmless. Leslie, 5442 Virginia Ave., Hollywood, California

FACE REJUVENATION! Scientific treatment permanently eradicates wrinkles & sag without cutting. Free booklet also describes "Face Lifting at Home". Eunice Skelly, Park Central Hotel, 7 Ave. & 55, N. Y.

DRI-SKIN MIXTURE—Developed and used successfully for years in my Salon in treatment of Chronic Dry Skin. A feeding Cream; also a lovely foundation. 3.75, 7.50. Margaret Jenkins, 19 E. 57, N. Y.

PLASTIC SURGERY INSTITUTE. Scientific Reconstructive Cosmetic Surgery. Nose Correction, Face Lifting, Breast Lifting, Dermatology, etc. One East 53rd Street, New York City. Tel. Wickersham 2-4218

WRINKLES ERASED by new quick-absorbing gland cream. Re-Naitre overcomes puffiness, lines & dryness; restores youthful contours. Results obvious at once. Helen L. Richards, 452-5 Ave., N. Y. Penn. 6-0862

SURELY NOT ANOTHER cleansing cream! Yes, and we think the finest ever. So will you if you send \$1.25 for the smart black jar. Banos Company, 1331 Book Building, Detroit, Michigan

LIFT YOUR OWN FACE—"Wings of Youth" banish underchin sag and wrinkles. No surgery. Wear at any time under your hair. Write to Juvala, 507 Fifth Avenue, New York City

BON VOYAGE & GIFT BASKETS

ALICE H. MARKS. 19 East 52nd Street, is showing a new assortment of Gift Baskets & Packages containing delicious tributes to tempt the most fastidious. Mail orders given special attention. Plaza 3-7252

C

CANDY

HENRI—"Confection"—"A Bit of Paris in New York"—Inimitable Hand Made French Confections; over 50 varieties of delectable chocolates and Bon Bons. Write for Catalog H. 40 West 46th St., N. Y. C.

CHILDREN'S CLOTHES

INFANTS' and TOTS' CLOTHES. Layettes a specialty. practical nursery things, gifts, unusual toys. It is pleasant to visit Boutiques Grand Nursery, 448 Fifth Ave. near 49th St. Pennsylvania 6-0812

CHINA & ARTWARE

"CANADA'S MOST TALKED ABOUT GIFT shop." Wonderful selection of English Bone China. New Dinnerware booklet will be sent on request. Herbert S. Mills, Hamilton, Canada

CORSETS

MISS ELEANOR, formerly with Mme. Binner. Modern art in corsetry. The Strapless Brassiere, for evening, a specialty. A perfect fit suiting your individual needs is guaranteed. 44 W. 56th St., N. Y.

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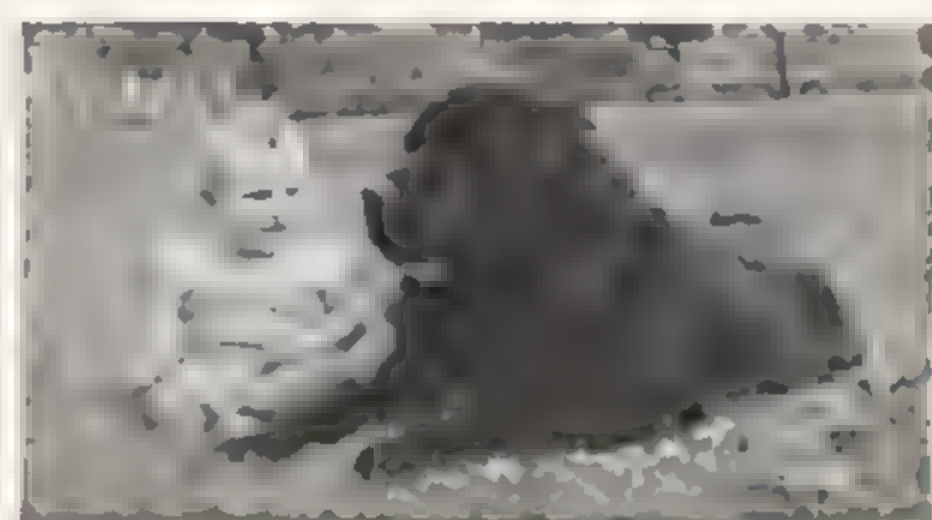
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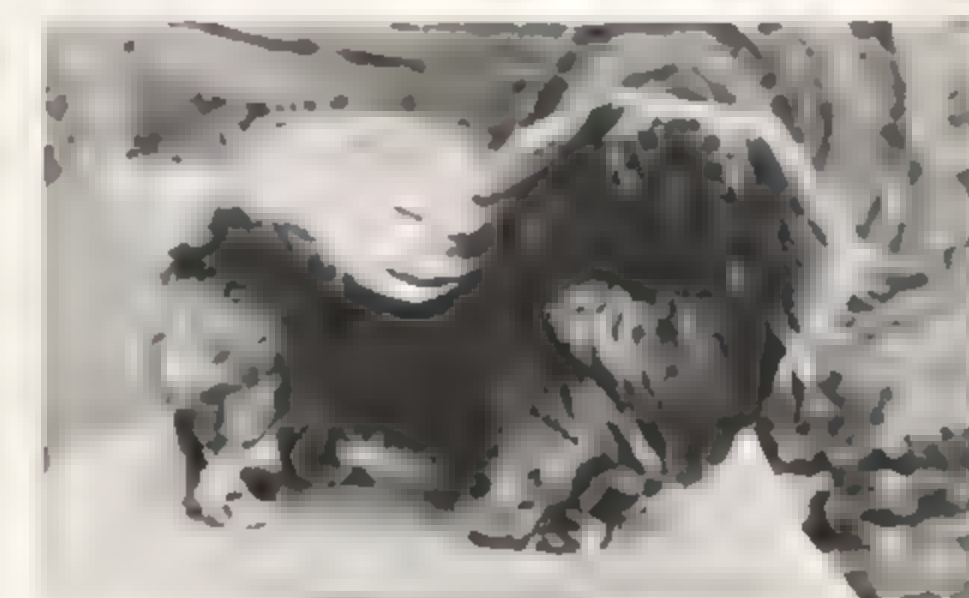


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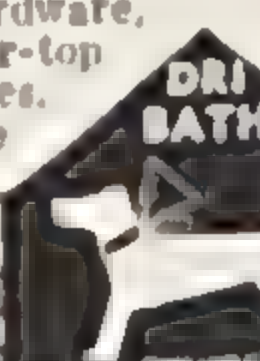
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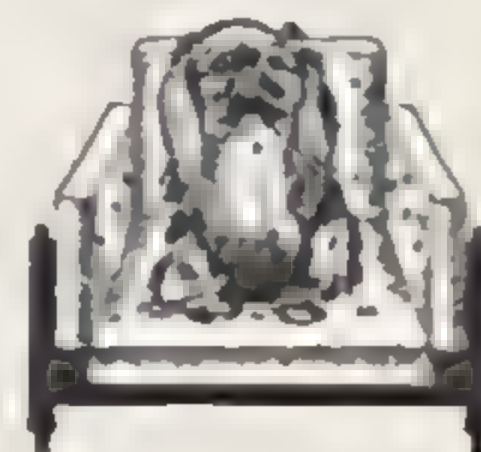
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The Newfoundland

(CONTINUED FROM PAGE 161)

foundland is supreme as a companion and guard. Probably no breed of dog of equal size is so gentle in manner and act. One of his noble characteristics is his peaceful, tractable disposition. As a guard he will not attack until all warnings and threats have failed. In any given situation where intelligence, good judgment and comprehension are looked for and needed, the Newfoundland can be depended upon. He can and will fight if forced into it, but rarely is he the aggressor in battle.

To see a majestic specimen of a Newfoundland in the show ring is to experience a thrill of admiration. To my mind his action is the personification of patience and kindness. He shows no excitement and no irritation. He is the kind of a dog with which to bring up a child. Such is the instantaneous impression that he makes, and it is no more than fair to state that close acquaintance fully bears it out.

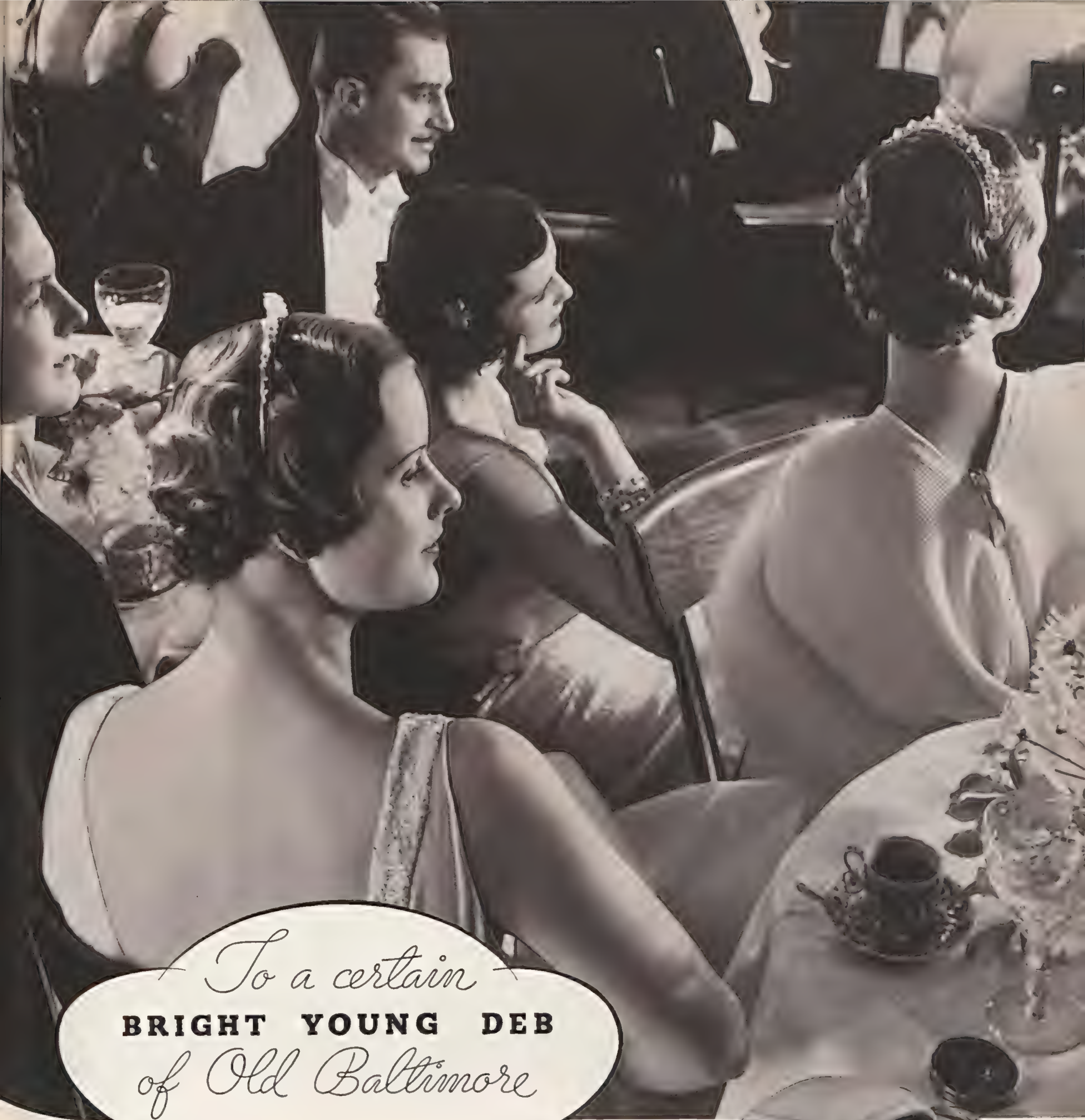
The general appearance of the Newfoundland should impress the eye with strength and great activity. He should move freely on his legs with the body swung loosely between them, so that a slight roll in gait would not be objectionable, but at the same time a weak or hollow back, slackness of the loins, or cow-hocks would be a decided fault. The general color of the Newfoundland is a dull, jet black.

A tinge or bronze, or a splash of white on chest and toes is not objectionable. Beauty in markings is desired. Size and weight are very desirable so long as symmetry is maintained. An average height at the shoulders is twenty-eight inches for a male and twenty-six inches for a female. A fair average weight is 140 to 150 pounds for fully developed males and 110 to 120 pounds for females in the same state of maturity.

The chief points to look for in the selection of a puppy are great size, moderately long head, muzzle free from lip-piness, but not snipy, dark eye, not much stop, medium ears set close to side of head, big short body, set on rather short legs showing enormous bone, coat dense, almost like fur. In the black-and-whites, the color should be equally distributed.

In conclusion, it is worthy of note that the Newfoundland is coming to the fore again after a period of comparative neglect which he never deserved. Today his numbers and his trueness to type are definitely on the rise, with the result that those who seek good specimens of this grand old breed need not be disappointed in their search.

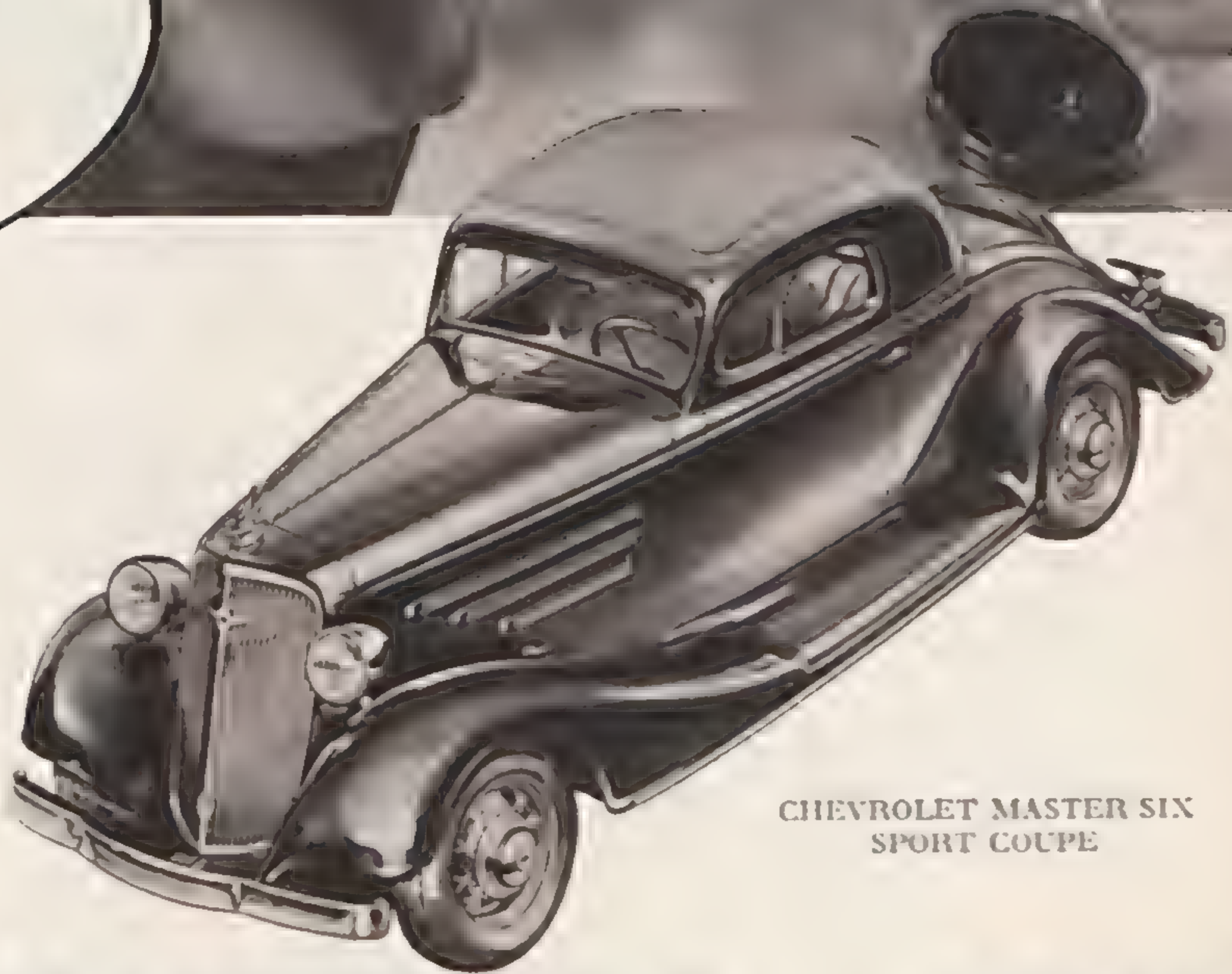
C. E. HARBISON



To a certain
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of Old Baltimore

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CHEVROLET *for* **1934**

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Top illustration: "Foundette" Style No. 406—A charming tissue-weight girdle in a delightfully soft, firm Lastex-and-Rayon fabric. It's made to fit the natural curves of the feminine figure and, stretching two ways, it hugs you close as your skin. No boning whatever. Makes you slimmer . . . trimmer . . . gives you positive "contour control." Its color is a dainty, delicate peach. And it has the flattest garter clasps you've ever seen.

Lower illustration: "Foundette" Style No. 407—This new girdle is designed for the waist that's longish or the woman who wants "contour control" to extend a bit above her waist. It's knit to fit of smooth, two-way stretch fabric that wears and wears. It has no seams to show 'neath your frocks. Two removable six-inch bones in front, two two-inch bones in the rear, support you . . . gently, firmly. The garter clasps are flat as a dime,



Contour Control gives you complete command of your figure—puts in your own hands the mastery of curves and lines . . . your silhouette . . . just as you desire it. And "Foundettes" by Munsingwear insure *contour control* because they're knit to mould you just right . . . yet not hold you too tight. They *stretch two ways*. They're knit (as only Munsingwear

can) of the softest, smoothest, snugliest fabrics. Knit to wear and wear; to wash easily, quickly. They're not expensive, either . . . girdles from \$2.50 to \$7.50 for a complete foundation. Control your contour. All the smart women are adding "Foundettes" to their wardrobes. You'll find them at a quality store near you. Munsingwear, Minneapolis.



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GARDENS

"O, to be in Charleston, now that spring is here"—so murmur those of us who remember nostalgically the charm and beauty of the famous Magnolia, Middleton, and Cypress Gardens near this South Carolina city. For at this time of the year, these century-old gardens are at their loveliest. Each one of them has its own distinctive beauty, and each one has its guides to show you every charming spot. In the Magnolia Gardens, azaleas of every known variety and colour are blooming; acres of cypress swamps and lakes give a tropical aspect to the Cypress Gardens; while the Middleton Gardens, which were originally laid out for Arthur Middleton, one of the signers of the Declaration of Independence, and which are the oldest landscape gardens in America, have unforgettable vistas of sweeping lawns and fine old houses mistily discernible through the moss-hung trees.

The city of Charleston, itself, has great charm and beauty, too. Old taverns and houses rich in historical associations and delightful shops, in which you can browse for hours on end, line some of the crooked little streets. And the stately mansions, with their hand-wrought iron grills and impressive doorways, are regarded as among the finest examples of period architecture in this country.

VIRGINIA

An early Easter, this year, throws the beginning of the "high season" at Hot Springs into March instead of April. The latter half of this month will find The Homestead overflowing with a gay young crowd, which will include many college and boarding-school students on their spring vacations, as well as a representative group of this year's debutantes from every city in the eastern half of the country. The festivities for Easter week-end will include the performance of the Princeton Glee Club in The Homestead Theatre on Saturday evening, March 31, followed by the Harvard Hasty Pudding Show on Monday and Tuesday, April second and third. Golf is becoming more popular every day and the Cascades course and the en-tout-cas tennis courts are open again for the season.

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"Life is just a merry-go-round," says the Copley-Plaza in Boston, in greeting the return to polite drinking with an exceedingly smart bar. It announces its name from a gay little flag as "Plaza Merry-Go-Round," and, as its name indicates, takes its motif from the well-known circus attraction. Quite tricky, it is, with the centre wheel containing "the works" in the form of all the necessary bar equipment and the surrounding wheel carrying individual tables for four, which are set out from the centre like spokes on a wheel. A real calliope, playing rather inappropriately "The Sidewalks of New York" and other pieces of similar import, complete the proper atmosphere. It takes seven minutes for the wheel to complete one revolution—not too fast, we say, but just fast enough to allow you to greet your bar-tender with a "Glad to see you again." This is Boston's first and only bar of this type.

MID-SOUTH

Augusta, Georgia, will be very active this month with the Masters Open Invitation Golf Tournament scheduled for March 22, 23, and 24 at the new Augusta National Course. You know, of course, that Bobby Jones is going to enter competition again in this tournament.

In addition to golf, amateur horse racing every Sunday is becoming very popular with the sporting set. There is a ladies' race, with girl riders in colourful jockey attire, and an African race, participated in by local Negroes on mule back.

JUST TO KEEP POSTED

MUSIC: Carnegie Hall: Boston Symphony, March 1 and 3; Philharmonic Symphony Society, March 2, 4, 8, 9, 11, and 15; Philadelphia Orchestra, March 6.

TENNIS: Seventh Regiment Armory, New York City: Men's National Indoor Championships (singles and doubles), March 10 to 17.

SQUASH TENNIS: Princeton Club, New York City: National Amateur Championship, March 1.

GOLF: Bermuda: Men's Amateur Championship, March 13 to 17.

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Every-day Science

Walnut Hill School for girls at Natick, Massachusetts, has an "Every-day Science Course" for juniors and seniors who are not doing college preparatory work. In planning the course, the first difficulty was the lack of collected material for the work. Some one had the excellent idea of studying an automobile. In one of the rooms, a 1926 Buick roadster was set up. Vital parts have been dissected and put together, with the result that the principles behind the operation of a car have been rediscovered by these young female mechanics. In fact, that old auto has acted as a pushmobile into a great variety of investigations—chemical processes involved in metallurgy, refining petroleum, paints, rubbers, textiles. The topics are almost limitless... the class is flexible.

The school feels that the girls are learning many big scientific principles with their every-day applications... and discovering more about their every-day mode of travel.

Community Relief

Under the direction of a student organization, "The Blue and White Key," the boys of Blair Academy at Blairstown, New Jersey, are helping with relief-work in the vicinity.

The boys' share includes the accumulation of a fund to buy provisions, the actual distribution of food, student representatives' appearance before Township Committees to prevent evictions, and weekly trips to outlying districts. All of the work is done in cooperation with the local Red Cross and under the supervision of the district nurse.

Significant from an educational view-point is the study these boys are giving to local conditions and unemployment problems. Significant, too, is the fact that while the project was first proposed by a few boys, it now involves the entire student body.

Business Administration
for Girls

Although business schools for girls are legion, they are designed primarily for the education of girls who intend to participate as employees, not as business administrators. The schools are few which prepare a girl to look after her own affairs or the affairs of her parents and at the same time train her to occupy major executive positions in industry and business.

Webber College for women offers a splendid solution to this problem. Founded by Mrs. Roger Babson, it

NEWS...

provides for women as excellent a training as that which the Babson Institute gives to men. Necessarily, of course, the curriculum includes secretarial training and other preparation for the minor positions which business offers to women. But the course also goes much further. Banking and corporation finance, purchasing and budgeting, investing and analyzing statements, living trusts, trusteeships, and guardianships—these need no longer be vague legal or business terms to the business woman or the girl of means who must some day assume control of her fortune. Webber College includes these in its thorough one- or two-year courses.

Another breaking away from tradition has been effected in the locations chosen for Webber College. Instead of one establishment, there are two—one in Boston, Massachusetts, which is best suited to the needs of the first semester; and one in Babson Park, Florida, where the second semester, from January to early May, has an ideal setting.

Reward for Achievement

Remember the days when the brightest boy in the class received a shining medal for his good works? Westminster School at Simsbury, Connecticut, a boys' preparatory school, has found a way to keep all the incentive that a medal gives, without the disappointments and limitations of a solitary reward.

Every boy at this school may win his bronze, silver, or gold medal. The plan for the awards, "The Junior Achievement Plan," consists of ten groups of achievements, based on the mental and physical growth of the young boys. All the requirements need not be met in one year. They include passing grades, social conduct, neatness, extra reading, nature lore, Bible study, sports interest, spelling, crafts, and skill in a hobby. Under this plan, a boy competes with himself—and the greater self-discipline he acquires, the better the award... a simple, logical, and, at this school, successful stimulus to real ambition and greater efforts.

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tion in its extra-curricular activities. Bement is a co-educational school for young children from five to fifteen. It offers a variety of work in addition to the techniques of reading, writing, arithmetic, and factual knowledge. Formerly each child had an hour a week of music, two of art, two of dramatics and dancing—in short, a taste, but only a taste, of each.

Seeing the lack of concentrated achievement, the school has put a new plan into effect. Now each child devotes all of his extra-curricular time to just one subject, for a period of two weeks. Every fortnight, the groups rotate—giving both variety and a long span of concentrated effort. Under such a plan, the Bement School is aiming at its purpose—to prepare boys and girls not only for the academic work of a preparatory school, but for that exercise of choice with which they will be faced—then and later.

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SOCIETY

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Elliott—On January 14, to Mr. and Mrs. Howard Elliott (Justine Prince), of Chappaqua, New York, a daughter, Edith January Elliott.

Galloway—On December 31, to Lieutenant Robert W. Galloway and Mrs. Galloway (Grace Draper), a son.

Gimbernath—On January 16, to Mr. and Mrs. Jules R. Gimbernath, junior, (Ruth Sloan), of New Canaan, Connecticut, a daughter.

Henning—On January 10, to Mr. and Mrs. James W. Henning (Josephine Yandell), of Louisville, Kentucky, a daughter, Joan Yandell Henning.

Mead—On January 9, to Mr. and Mrs. Lawrence J. Mead, junior, (Elizabeth Sloan Rogers), of Tarrytown, New York, a daughter, Frances Sloan Mead.

DENVER

Berger—On December 23, to Mr. and Mrs. George Berger (Laurene Walker), a daughter.

ELMIRA

Reynolds—On December 24, to Mr. and Mrs. Walter Reynolds (Mary Drinkwater), a daughter, Suzanne Brinkley Reynolds.

FAIRMONT, WEST VIRGINIA

Johnson—On December 23, to Dr. Philip Johnson and Mrs. Johnson (Jean Billingslea), twins, a son, William Hugh Johnson, and a daughter, Mary Hite Johnson.

LYNCHBURG, VIRGINIA

Edmunds—On December 10, to Mr. and Mrs. B. Prescott Edmunds (Celeste Ivey), a son, B. Prescott Edmunds, junior.

MONTGOMERY, ALABAMA

Griffin—On January 3, to Mr. and Mrs. Tennent Lomax Griffin (Catherine Hobbie), a daughter, Tennent Lee Griffin.

Leak—On December 18, to Mr. and Mrs. Tilman Ford Leak, junior, (Lucy Crommelin), a daughter, Katharine Vasser Leak.

NASHVILLE

Caldwell—On December 26, to Mr. and Mrs. Wentworth Caldwell (Frances Hill), a daughter, Frances Hill Caldwell.

Hickey—On December 11, to Mr. and Mrs. Rufus Hickey (Katherine Killebrew), a daughter, Katherine Wimberly Hickey.

NEW ORLEANS

Harrison—On January 4, to Mr. and Mrs. De Salles Harrison (Virginia Pegram), a son, George Pegram Harrison.

Lebourgeois—On December 25, to Mr. and Mrs. Lewis Powell Lebourgeois (Martha Claiborne), a son, Lewis Powell Lebourgeois, junior.

Reiss—On December 15, to Mr. and Mrs. James Reiss (Alice Peak), a daughter, Mary Alice Reiss.

PHILADELPHIA

Brosseau—On December 22, to Mr. and Mrs. Pierre Brosseau (Ann Maitland d'Inville), of Mount Airy, Pennsylvania, a son, Edward Vincent d'Inville Brosseau.

McNair—On January 16, to Dr. Stirling Sharp McNair and Mrs. McNair (Clarissa Walton), of Elkins Park, Pennsylvania, a son, Stirling Sharp McNair, junior.

Stephens—On January 7, to Mr. and Mrs. William Stephens (Emilie B. Sinkler), of Plymouth, Massachusetts, a son, William Stephens, junior.

SAINT JOSEPH, MISSOURI

Burnham—On January 25, to Mr. and Mrs. Gilbert Burnham (Frances Beasley), a son, Gilbert Lee Burnham.

TORONTO, ONTARIO

Day—On December 29, to Mr. and Mrs. John F. Day (Isobel Lumbers), a son.

Strathy—On January 8, to Mr. and Mrs. James G. K. Strathy (Catherine Cockburn), twins, a son and a daughter.

Williams—On January 7, to Mr. and Mrs. Harrison Williams (Helen Denison), a son.

BIRTHS

WATERBURY

Hitchcock—On January 27, to Mr. and Mrs. Edson B. Hitchcock (Helen Bryan), a son, Bryan Hitchcock.

Powell—On January 2, to Mr. and Mrs. Edwin Burnley Powell, junior, (Eleanor Rice Griggs), a daughter, Eleanor Royce Powell.

Sperry—On January 18, to Mr. and Mrs. Mark L. Sperry, junior, (Kathryn Lois McBrier), a daughter, Joanna Lois Sperry.

WEDDINGS

NEW YORK

Beckman-Waterbury—On January 6, in Saint James's Protestant Episcopal Church, New York City, Mr. Frederic W. Beckman, son of the late William F. Beckman, of Kankakee, Illinois, and Mrs. John C. Waterbury, of New York City.

Cox-Buckner—On January 5, in Saint Bartholomew's Church, New York City, Mr. Potter Cox, son of Mrs. William Stuart Forbes, of Hamilton, Massachusetts, and of Mr. William Rowland Cox, of New York City, and Miss Betty Buckner, daughter of Mr. and Mrs. Emory R. Buckner, of New York City.

Duvernoy-Welsh—On January 3, in Paris, France, Mr. Jacques Duvernoy, of Paris, and Miss Ruth Welsh, daughter of Mr. and Mrs. Samuel Charles Welsh, of New York City.

Knowles-Powers—On January 20, in Christ Church, Rye, New York, Mr. John Appleton Knowles, junior, son of Mrs. Wyllys E. Dowd, of Greenwich, Connecticut, and of Mr. John Appleton Knowles, of Boston, Massachusetts, and Miss Katherine Louise Powers, daughter of Mr. and Mrs. Walter H. Powers, of Rye, New York.

Schwarz-Du Bois—On January 20, in Saint Paul's Church, Englewood, New Jersey, Mr. Frederick August Otto Schwarz, son of Mrs. Henry F. Schwarz, of Greenwich, Connecticut, and Miss Mary Delafield Du Bois, daughter of Mr. and Mrs. Floyd R. Du Bois, of Englewood.

Stevens-Gould—On January 19, in Saint Thomas's Church, Mr. Ludlow Whitaker Stevens, son of Mr. Joseph Earle Stevens, and Miss Eleanor Gould, daughter of Mr. and Mrs. Jay Gould.

COLUMBIA, SOUTH CAROLINA

Macaulay-Barron—On December 16, Dr. Neill Webster Macaulay, son of the late Neill Webster Macaulay and Mrs. Macaulay, and Miss Eliza Singleton Barron, daughter of the late Charles H. Barron and Mrs. Barron.

DENVER

Arndt-Millett—On December 30, Dr. Carl Arndt and Miss Helen Millett, daughter of Mr. Daniel Millett.

Cruse-Dines—On December 23, Mr. Andrew Cruse and Miss Donna Virginia Dines, daughter of Mr. Thomas Dines.

Downer-Day—On December 27, Mr. Gordon Downer and Miss Lydia Day, daughter of Mrs. Richard Day.

Robinson-Houston—On December 27, Mr. William Robinson and Miss Jane Houston.

Spalding-Watkins—On December 28, Mr. William F. Spalding and Miss Polla Rawson Watkins, daughter of Mr. Rawson Watkins.

FALL RIVER

Aldrich-Durfee—On January 19, Mr. Hubert Stratton Aldrich, son of the late Stanley Alden Aldrich and Mrs. Aldrich, and Miss Amy Durfee, daughter of Mr. and Mrs. Charles Hazard Durfee.

LOS ANGELES

Garland-Chandler—On December 29, at Saint John's Episcopal Church, Mr. John Jewett Garland, son of Mr. and Mrs. William May Garland, and Miss Helen Chandler, daughter of Mr. and Mrs. Harry Chandler.

NEW ORLEANS

Strange-Christ—On January 22, Dr. Jack E. Strange and Miss Lillian Christ, daughter of Mr. and Mrs. Emile Christ.

MOBILE

Fortune-Richards—On December 20, Mr. William Buckley Fortune, son of Mr. and Mrs. James Fortune, of Passaic, New Jersey, and Miss Carolyn Richards, daughter of Mrs. Charles Rowland Richards, of Mobile, Alabama. (Continued on page 119)

Après-midi formality in ACELE



SIMPLICITY IN THE GRAND MANNER. This frock graces the important luncheon, casual cocktail or Sunday night supper in a most impartial and devastating fashion. Inspired by a new dull crepe with a slightly raised bubble-like texture—Darbubble of Acele. Its close weave molds to the figure in fluent and moving lines. Lace-like faggotting on narrow ribbon braid forms the lavish hand-work at the neck. The color is that exquisite dusty shade of pink, so soft and flattering. Altogether, formality at its loveliest.



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RHODA

Gowns

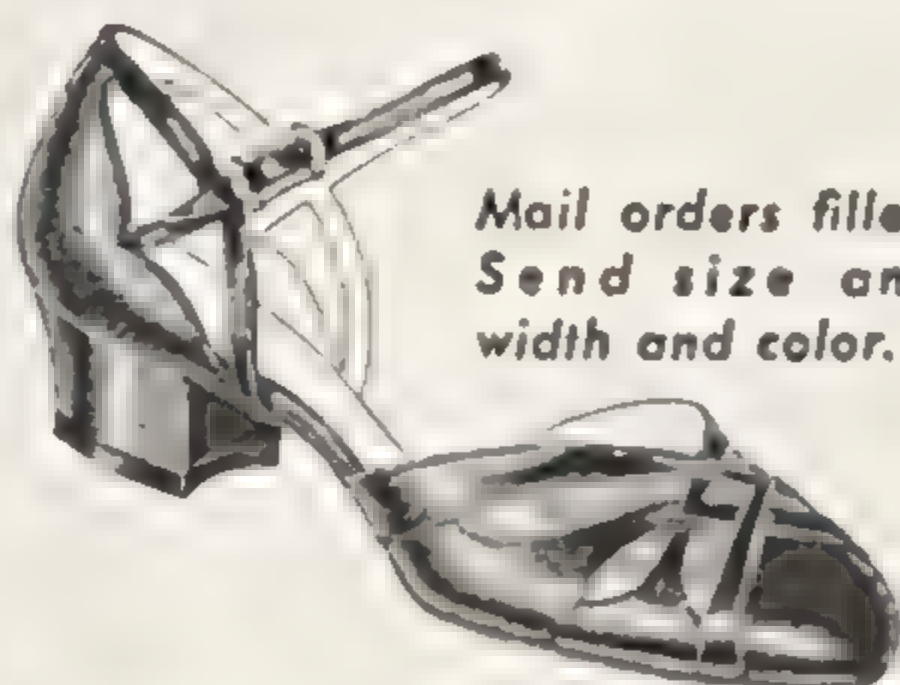
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Vogue Covers



• There must be many of you who are not born with a gift for making your home beautiful and yet who for some reason hesitate to turn

your rooms over to an interior decorator. There is a perfect answer for you in Mrs. Cornelius J. Sullivan, who brings a lifetime of cultivation, study, and flair to your rescue. She is now offering a consultation service for house (gallery and shop, as well) to help you arrange your existent goods and chattels, pictures and chairs, in such a way as to show them off to their best advantage. So often, she says, the failure of a room is due not to the objects in it, but to the way they're composed. By shifting the furniture and subtly changing about the paintings and lamps and hangings, Mrs. Sullivan has achieved miracles, with a minimum of expense and no intrusion of her own personality on yours.

Not only that, but her deep background of art-study both here and in Europe and an uncanny flair for discovering values in beauty allow her to find Degas sculpture in second-hand shops and Innes canvases in obscure auction rooms. Galleries and museums and individuals are indebted to her for many of their prize possessions, acquired at a very small part of their real value. A specialist in the paintings, drawings, and sculpture of the nineteenth century and to-day, Mrs. Sullivan was one of the founders of the Museum of Modern Art and is still one of its staunchest advisors and supporters.

At her home—111 East Sixty-Second Street—you will find her charming partner, Mrs. Lew Wallace, and not only pearls of advice but a collection of paintings, sculpture, glass, and fine pieces of furniture for which Mrs. Sullivan has such a trained and eager eye.

In fact, last spring, several cronies and I got so excited over the idea that we almost opened up a "speak" of our own. The young men who are back of the Hapsburg, at 313 East Fifty-Fifth Street, were, like my own group, just babes in the woods as far as restaurant experience is concerned—but they knew what they liked in the way of cuisine and service, so they decided to open up a place to please themselves and, they hoped, plenty of others. I am jealous of their initiative and courage—for the ideas they have carried out are just the kind of thing I would like to have done.

In an old, balconied, Victorian house between Second and First Avenues, the Hapsburg welcomes you in the manner of an intimate Bavarian restaurant. But don't expect one of those trick, tavern affairs, like an Eighty-Sixth Street stube. Oh, no, the Hapsburg is very *soignée* and done in Biedermeier period. The walls have been decorated with a nice sense of humour, the hangings, furniture, and general scheme of *décor* are most artistic. The designer was Ludwig Bemelmans, who, being a well-known cartoonist, had a grand time when let loose with the paint and brush to decorate every nook and corner, including the stairways. Bemelmans has had practical experience in the restaurant business, his parents having operated a place in Bavaria, and he himself used to be at the Ritz-Carlton here in New York.

The cuisine at the Hapsburg is delicious—and different, too. It has many features which remind me of the best type of cafés in Vienna and Germany. If you are going there for dinner, you had better telephone ahead of time, asking the head waiter to read off the menu; if there is some course which doesn't appeal to you, he will be glad to listen to reason and substitute something you're in the mood for.

The guiding spirits back of the Hapsburg are firm about creating an air of leisurely dining—so firm, in fact, that among the rules for employees is one to the effect that if a waiter is seen grabbing a plate or cup too quickly, he is immediately fired. So, unless you make a point of announcing that you are in a hurry,

Hapsburg

• I hope some one else hasn't beat me to it, in telling you about what I think is one of the most attractive little restaurants that has sprung up lately. I have often thought I would like to operate a restaurant myself—

ANOTHER

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in the shape of this classic opera in black kid piped in dull silver, or brown kid piped in dull gold for the new season. \$13.75

SOMMERS

2 WEST 57TH STREET, NEW YORK

the town

you will be served at a nice leisurely pace—and how pleasant it is to have such a peaceful interlude during a hectic day dashing about New York.

Happy union

• Over at Revillon Frères, they are in a state of nervous exaltation (as who wouldn't be?) at having the original, guaranteed Yvonne Carette take up her professional abode with them in New York. Their Mr. Van Meter, a man of force and ingenuity who has been steering Revillon's destinies round for some time, took a small but scheming trip to Paris lately, the net result of which was that the house of Revillon now has one of the most high-powered of the Paris dressmakers working hand in glove with them. The chances of your escaping once you have put your head inside their portals have been reduced to a minimum; if Carette doesn't get you, the brothers Revillon will, and vice versa.

Carette's whole Paris works have been transplanted to the third floor of Revillon's on Fifth Avenue; you can sit and watch her collection walk by and weep gently for the dear dead days when a person could actually get to Paris. But here it is really the same thing; the clothes are deeply seductive, not to say hot. And, with praiseworthy Gallic impatience, Mademoiselle Carette hardly waited for her imported Paris collection to be unpacked before she was off again on a bout of creating American clothes, using the American fabrics she admires. This merger between a top-notch fur shop and a first-rate Parisian dressmaker looks dangerously like monopoly to me, and I can't see how the Average Woman has even a sporting chance of sales resistance.

Do unto others

• When we stop to think of all the things we'd like to do to help those in need, realizing that it isn't physically possible for us to accomplish much by isolated personal effort, then we appreciate how great a service is done by the many worthy charity organizations which act in our behalf.

For example, there are the thrift shops which are maintained in various towns for the benefit of the poor and helpless. Among those here in New York is a shop known as Lots for Little, Inc., at 902 Third Avenue, just above Fifty-Fourth Street. It will obligingly call for all that cast-off clothing and those knickknacks for which you have no earthly use or room, then skilfully recondition these things and sell them at very small prices.

Of course, you know that Third Avenue is one of our most fertile hunting-grounds for treasure-seekers. The wise and diligent explorer can often find unexpectedly good pieces there at but a fraction of their true value. Sometimes, Lots for Little sees precious things of past generations come and go through its doors—stiff brocade dresses; quaint Victorian marbles; Florentine frames; signed etchings; occasional first editions. I recently saw there a filmy shawl of black thread lace in a most ingratiating pattern; some charming little oil-paintings by Deshays and LeVasseur; and, of all things—a concert harp!

These are not every-day finds, to be sure, but there is always a supply of second-hand clothing and furniture. Everything is donated by generous friends, and the entire net proceeds go to well-run charities. Among the organizations benefited are The Barat Settlement in Chrystie Street; The Helpers of the Holy Souls, who care for the sick poor in their homes, and who conduct a settlement at 112 East Eighty-Sixth Street; The Cardinal Gibbons Institute (a vocational high school for Negroes, at Ridge, Maryland); and The Society of Catholic Medical Missionaries, in Washington, where women are trained in medical work in the foreign missions.

The president of the executive committee for this Thrift Shop is Miss Agnes Franklin Keyes. On the advisory committee are, among others, Miss Georgine Iselin, Mrs. John D. Ryan, Mrs. Henry W. Taft, Mrs. John Barry Ryan, and Mrs. John G. Agar.

So—if you have any old china, rugs, books, clothes, jewellery, toys, or gadgets—, just give Plaza 3-1850 a buzz. (Continued on page 26)



IN THIS NEW LOW HEELED CUSTOMODE*

Whether you're tall or whether you're short Paris says the smartest heels are lower this season. And VANITY, always up on its toes in fashion, creates this kid pump for the new spring tweeds.

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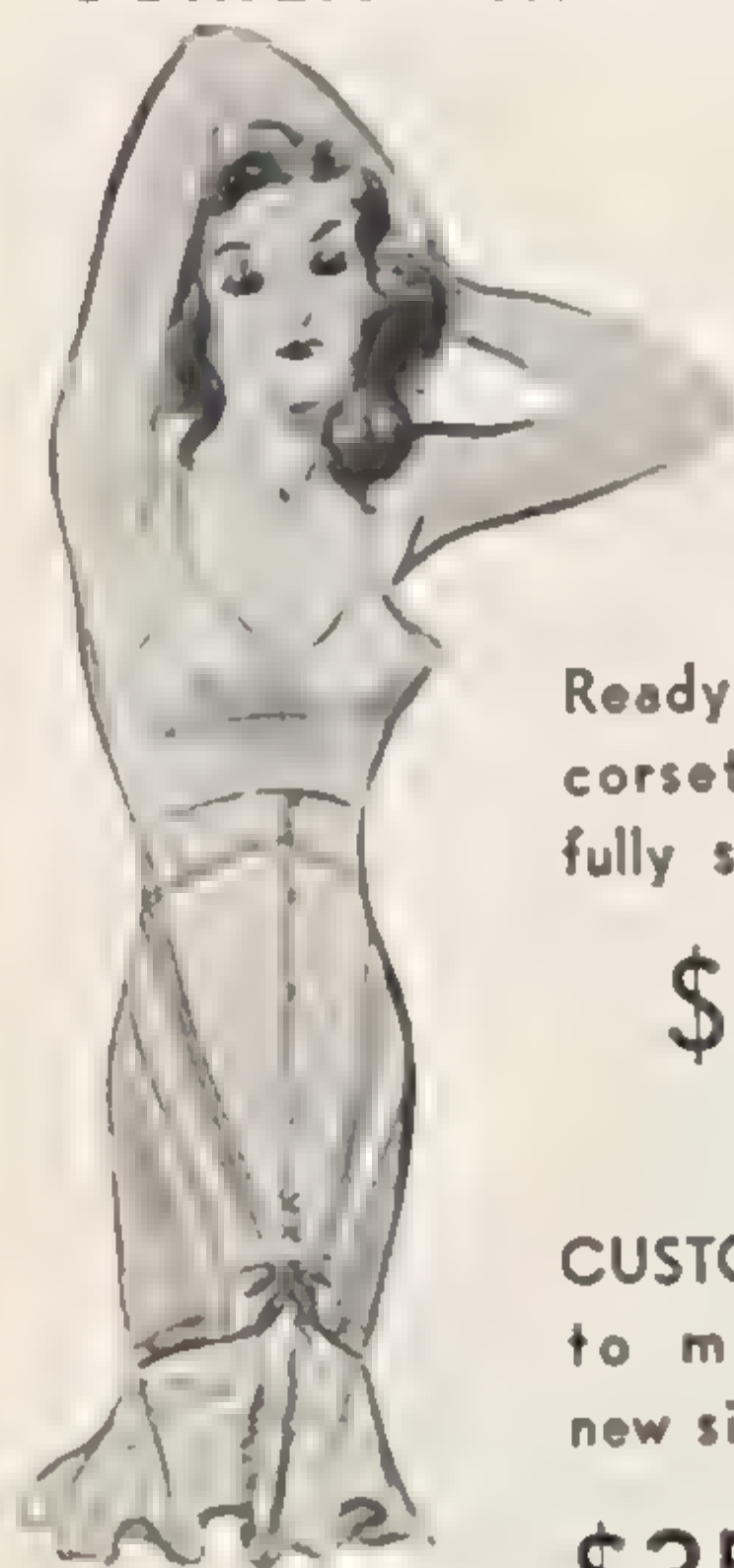
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Brassières for every need

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TRANSFORMATIONS



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Every Type of Suit—
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Made to Measure, from 80.00

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Tailored Woman suits are a boon to modern women. They achieve the snugness of the present mode, yet are tailored with such softness that in them any figure can have that greatly admired tailored chic. We offer them not only in crisp, gay, little sixteens but in dignified, distinguished-looking forty-fours. With a clear conscience, we can state that we believe we have attained the ideal in feminine tailoring.

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Unusual Hand-Knitted Clothes

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VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 25)

Spanish flavour



• The town seems full enough of French, Italian, and German restaurants—but, for those who long for the cuisine Andalusian, there aren't so many places from which to choose. As for me, who have at least half my luggage made up of soda bicarb and other digestives when travelling through Spain or South America, I have never worried much about our comparative lack of Spanish restaurants. But I had an out-of-towner on my hands who cared very much. She longed for the dishes she had learned to love in Seville and San Sebastian.

I bethought me of a place that had broadcast its menu to me over the air—El Chico, down on Sheridan Square. I remembered it as having good music, but was fearful of the cuisine. I needn't have been, however. The Spanish dinner served us seemed better than what we ordinarily find in Spain. By this, I mean that the chef apparently didn't follow that terrible Spanish custom of cooking everything in doubtful oil. El Chico is done up to the hilt in the way of atmosphere—but it looks substantial and not like one of those trick places where you expect the walls to fall in on you, or the balconies and bushes to blow away if any one coughs too heavily. The orchestra proved to be just as good—and sensuous—as it sounded on my radio, the dancers were excellent, and the señoritas in the floor show were very, very. I hear that some new entertainers are being brought over from Madrid this month. And last, but certainly not least, a good point about El Chico is its Spanish wine.

Rhine wine

• In all the fuss and fume that have been made over the business of wines since the joyful day of December 5, it seems to me that far too little has been said about the German vintages. Granted that, by and large, the red French wines are the top, still you don't hear nearly as much as you should about the white wines of Germany. To this bibber, there's nothing more delicious than those marvellous nectars from the Rhine and Moselle districts—and even if I were not so enthusiastic about the wines themselves, those graceful bottles alone should win them a place at least for one course at every dinner where several wines are served.

So, it was with great rejoicing that I learned the whereabouts of a company which is specializing in fine vintages from the Fatherland. Conveniently located at 57 East Fifty-Second Street, in the residence of the late Gifford Cochran, the firm of Rust-Oppenheim, Waegen and Company, Inc., is established. The "Waegen" of the concern is the popular cosmopolite Hans Waegen—who formerly spent a great deal of time in his native Germany—and it is a treat just to drop in and have

him launch forth on the subject of his country's vintages. Of the wines they handle, these are some of the outstanding brands: Schloss Johannisberger, from the vineyards of Prince Metternich; Marcobrunner, from the vineyard of Count Schoenborn; wines from the domains of Prince Friedrich Heinrich of Prussia; von Bossermann-Jordan, and His Excellency von Buhl. Then, there are the Moselles from the celebrated vineyard of Count Kesselstadt and other vineyards of the German gentry.

If you know those three perfect restaurants of Germany, Horcher's in Berlin, Walterspiel in Muenchen, and the Frankfurter Hof in Frankfurt, you will probably have as happy memories about the marvellous wines they served as you have of the faultless food, and you will be glad to know that most of the vintages from their cellars are now to be found in the cellar of the Fifty-Second Street wine house. And, if you go in there, don't forget to ask about the raspberry and peach brandies. They are quite different from the usual ones, being pure white in colour and tart in taste—a great relief after many liqueurs which are too sweet and syrupy.

Musical bar



• Some of Manhattan's finest food is served in the Stork Club, at Fifty-First Street and Park Avenue. Sherman Billingsley, working on the principle that you can get a drink anywhere in New York, has ordered his chefs to outdo themselves, with the result there is a great clamouring for tables at the dinner-hour. One of the high lights of this place is the Musical Bar. This is a seventy-five foot beverage dispensary with no less than seven bartenders labouring like Trojans to keep up with the orders. At each end, pianos have been built into the bar, and continuous entertainment is the order of the evening. Especially good to listen to are the Radio Franks, a harmony team reminiscent of the late team of Van and Schenck. What's more, I found an excellent orchestra playing for dancing down-stairs.

Impromptu

• One of the most interesting stops that you can make around town is on Fifty-Second Street, just west of Fifth Avenue. This is a haven for the music-minded, and it's known as The Onyx Club. Here you may see, meet, and rub elbows with every one of any consequence in the radio and orchestra field, from Bing Crosby to Paul Whiteman. The food is good, and, if you happen to come at the right time, you may be lucky enough to witness impromptu entertainment by some of the finest pianists in the country. (There are some home-made recordings by Onyx Club members that are worth their weight in gold.) All of which makes this club a pretty entertaining and satisfying place.

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Shops to know

No matter how familiar you may be with the New York shops, you can't possibly know all the good ones. Here are some of the smartest specialty shops to be found. Whether it's a beauty treatment, a particular type of sports dress, a shoe, or a hat—the chances are you'll find it among the shops advertised on this page. You may write to any of them with entire confidence in their integrity, for they measure up to the same plane of smartness upon which Vogue itself operates.

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is written by people born and bred in the traditions of which they write. It tells not only the outward rules of behaviour but also the underlying reasons that prompt them. It catches in its 571 pages the spirit of graciousness that actuates every courteous act. Send for this book today. \$4.00, postpaid.

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VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 26)

Ship bar



• Of course, it has been grand and exciting to have all the new bars around town—but, after going from one to another, I have felt a definite need for some place of a simpler

nature. Most of the new drinking spots are pretty flossy. Moreover, by the time you have checked your hat and tipped your waiter, a mere glass of sherry totals up to what it did during the speakeasy era. So the bright idea of the bar which has opened up at 121 East Fifty-Second Street, opposite the Gladstone Hotel, appeals to me enormously. Here, there is no tipping at the check-room, and, when your bill is presented for drinks and canapés, the tip is included in the total. And a very reasonable total at that. It has taken the Ship Grill (one of the chain of restaurants where the food is so uniformly good) to evolve the idea. Olin Potter, who owns the place, was also clever in getting that popular young aviator-about-town, Malcolm Whittaker, to help him steer his Fifty-Second Street Ship when it went wet.

Malcolm, having flown in so many parts of the world, always has a lot of grand ideas up his sleeve. So I was not surprised to find that the special cocktail is a knock-out. It has rum as a base—but that is all

I know—except I do know it has a big measure and an equally big kick.

The place itself is decorated in my favourite colour scheme—red, white, and blue. They serve the same dependable fare, and I predict the Ship Bar will have a bon voyage in wet New York.

Gotham gossip



• A nice luncheon spot that has real atmosphere is the Alpine Grill, downstairs in The Gotham. It is

exactly like a Swiss tap-room, except that the food is better. Unconsciously you relax, your disposition improves, and you rediscover the art of leisure in these genial surroundings.

Although a newcomer in the trade, the Gotham has done very well by itself in the matter of fine imported wines and liquors. Dinner in the Renaissance Room at night is a pleasant ceremony, accompanied by Earl Carpenter's dance music. Then there's the little matter of the Ladies' Bar—murals by Aldo Lazzarini, who did the murals on the *S. S. Manhattan* and the *S. S. Washington*. Here one may go with one's friends without an escort, and here a gentleman is admitted only when he is an escort. When it's not cocktail time, the bar disappears. This trick, ladies and gentlemen, is done with mirrors. (Continued on page 28)



Yvonne Carette

FASHION NEWS! Yvonne Carette with her Spring collection at Revillon, directly from her maison in Paris. A permanent costume salon complete with its perfect fitting, its imaginative sense of chic for each client. Madame Carette will also be style consultant in New York for the famous Revillon furs.

★ Spring Showing ★
March 9th

Revillon Frères

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CASCADED SILVER FOX ON A SUIT OF BLACK WOOL

SADA SACKS

671 MADISON AVENUE—NEW YORK



The Gourmets' Guide

New York is becoming most merry again. The art of dining and the incidental art of wining have been re-discovered. There is now almost an embarrassing number of delightful restaurants and night clubs competing valorously in victuals and viands, in entrancing settings and brilliant entertainment.

Listed in The Gourmets' Guide are sixty-odd restaurants, clubs, cafés, and bars that smart Manhattanites enjoy—a sufficient number for you to gratify your whim for change; and a sufficient variety to enable you to suit your restaurant to your mood.



RESTAURANTS

COLONY RESTAURANT—667 MADISON AVENUE. Le Restaurant Par Excellence. Rendezvous de l'Elite. For reservations Telephone Regent 4-9479.

RESTAURANT LA RUE—For Quality and Service. 480 Park Avenue. Reservations Tel. Volunteer 5-6374.

RESTAURANT VOISIN—375 PARK AVENUE at 53rd Street. The oldest little restaurant on Park Avenue. For reservations Telephone Plaza 3-8074.

RESTAURANT MARIGNY—40 East 58th Street. A dining place for connoisseurs. "Bar Transatlantique." Telephone Volunteer 5-7505.

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Visit the Snack Room
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RESTAURANT ROBERT INC.—33 WEST 55TH ST. Socially prominent rendezvous. Continental atmosphere. Announcing opening of the "Drum Room". For reservations Telephone Circle 7-6466.

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RESTAURANT PASSY—Intimate—Smart Cuisine that Epicureans applaud. 28 East 63rd Street. For reservations Telephone Regent 4-3847.

RESTAURANT LA FITTE—144 West 55th St. "The Best Is None Too Good." Typical Parisian atmosphere. Luncheon, Dinner and after Theatre. Music, Dancing and Entertainment. Tel. Circle 7-5556.

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VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 27)

Out of the past



• Ghosts and glamour—the Hotel Delmonico has a new café and bar and Mr. Sabatini (chef of the Old Delmonico's) preparing all those famous dishes. You can dance through cocktail hour, and through dinner, too, to the music of Arthur Warren and his orchestra. Incidentally, their special dinner—and very special—includes the cocktail.

Franco-American tradition

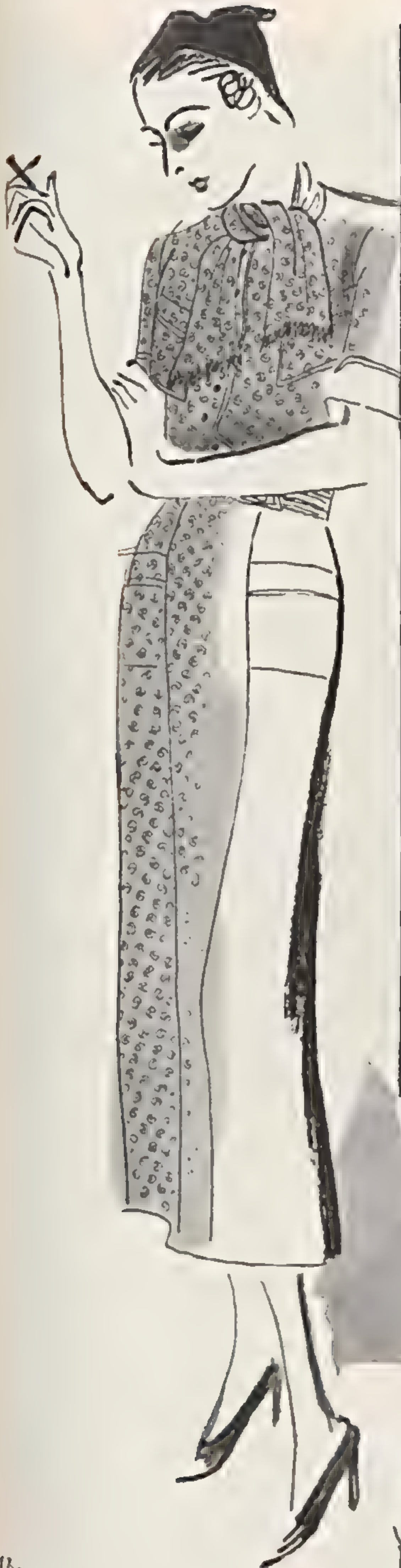
• The Hotel Lafayette is going to have some mighty fine murals in the Lafayette café. They are being done by the American painter, Hilaire Hiler, who has become famous in Paris for the things he's painted there on the walls of night-clubs, cafés, and bars. The murals, six in all, will be modern in design, three shades of grey in colour, and traditional in feeling. They'll celebrate Lafayette, after whom the hotel was named; Raymond Orteig, its owner, who sponsored Lindbergh's transatlantic flight; the châteaux of France; the sky-scrapers of New York; and the wine country of France, whence our strength cometh. Paintings of early American flags—in full colour—will surmount each mural.

Village bar

• Every one has his or her pet place for eating spaghetti and drinking Chianti. You probably have your own spot, or several of them—but let me put in a word for one of mine. For years, Felice's, for that is its name, was in a tiny street off Washington Square—but now it has come up in the world a bit, and is at 21 West Ninth Street. But unlike a lot of informal places which, when they go grand, lose most of their charm, Felice's is still a good bet. Although it isn't anything to look at (and you still enter by walking down a few steps, which is something I always like), the food and drink are excellent. No table d'hôte dinners—everything is cooked to order—and leisurely order! Don't go there when you are tearing off to the theatre. Rather, bear Felice's in mind when you have had an apéritif at one of the Village bars and have a whole evening in which to dawdle over the business of wining and dining.

Any of your favourite Italian dishes are done superbly here, but there are two things I like especially. One is the spinach soup. Not a cream soup, but clear (with branches of spinach floating about), and you sprinkle Parmesan cheese on top. The salad is good, too—a little bit of everything in a bowl. And they ask you how you like your dressing made, which is a grand idea, as nearly every one is finicky about this matter.

"FLANEUR"



Photographed above:
The shirt bosom frock
from Peck & Peck. See
sketch seated below



Above: We sketch two views of this
foulard. Notice the back pleats in the
blouse. Navy with red, gold with brown,
red with gray. Best & Co., New York

Above: "Ascot" has a fringed
scarf that adapts. Colors: red,
old blue, brown, green. Mar-
shall Field & Company, Chicago



Seated Left: Carved maple wood buttons
give distinction to this shirt bosom frock.
Colors: royal blue or red; green or gold
with brown. Peck & Peck, New York



Seated Right: Great chic in
this stitched down collar and
stitched bow. Colors: royal
blue, red, or green. Marshall
Field & Company, Chicago

Beau Tie Foulards in Rayon by Du Pont



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New York

SAKS FIFTH AVENUE

Chicago

VOGUE

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BLACK CRÊPE JACKET-DRESS DESIGNED BY
NETTIE ROSENSTEIN FOR BERGDORF GOODMAN

THE BLACK CRÊPE DRESS WITH THE ROMAN-STRIPED ORGANZA COLLAR ON ITS JACKET WORN BY THE LOVELY LADY ON THE COVER OF THIS ISSUE IS ONE IRREFUTABLE ANSWER TO RESTAURANT DINING, AND—JACKETLESS—ANOTHER ANSWER TO A NIGHT AT HOME WITH FRIENDS. THERE IS A DEEP V IN THE BACK OF THE DRESS, PIPED WITH A ROLL OF ORGANZA. THE JEWELS ACCOMPANYING IT ARE FROM BLACK, STARR AND FROST-GORHAM. PHOTOGRAPH BY STEICHEN

THERE ARE THREE VOGUES
AMERICAN, FRENCH & BRITISH
MICHEL DE BRUNHOFF—EDITOR OF FRENCH VOGUE
ALISON SETTLE—EDITOR OF BRITISH VOGUE

EDNA WOOLMAN CHASE — EDITOR-IN-CHIEF OF THE THREE VOGUES

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"EN AVION" (FLYING) CREATED BY CARON PARIS



PERFUME "EN AVION" FACE POWDER

Vogue's

eye view of the mode



SPEED is getting to be a habit with us. This time, it's the Spring Openings in Paris. Here they are in this March first issue—gowns and hats and ideas that only came to light in the first weeks of February. And do you remember those weeks? Riots, taxicab strikes, violence, confusion? The fashion game is hard enough as it is, but when you have to contend with national hysteria and gun-fire, it's an achievement. Therefore, totally unabashed, we give ourselves three hosannas and three lusty slaps on the back; ourselves meaning Eric, who drew, and our editors, who wrote, and our slaveys, who typed and panted.

- If your patrician heels have ever trod on Seventh Avenue in the Thirties and Forties, the scene at the bottom of the page will be a familiar one. It's one of the signs of spring in New York—new hats, new coats, violets on street corners, geraniums in flower carts, and hundreds of print dresses trundled perilously through the mazes of traffic in the wholesale centre.
- The trio of corsets standing in such a brave and innocent row show three decades in the history of figures. They're made from original Cadolle patterns, and you can see them at Altman's. It seems that corsets change radically only every ten years or so, the last revolution being due to Lastex and to the consequent goal of a natural figure. On page 74, you can see the last word in these Nature-worshipping corsets in a trick which, to our knowledge, has never before been used in any magazine. You see a page with two fully gowned women on it; you hold it up to the light, and there, by all that's holy, emerge their corsets!
- We can now relax and explain the puppy. Actually, there's no earthly excuse for him. On page 68, there is a charmingly cock-eyed piece about dogs, but it has nothing to do with puppies sitting in pans. The shameful truth is that the picture came into the office and—well—there's a limit to human resistance.





JEANNE LANVIN INSPECTS HER LOW-FLARED CAPE-DRESS OF SILVER-BARRED BLACK ORGANDIE; STEIN AND BLAINE

Verdict

FROM TEN FRENCH DESIGNERS

ON the very eve of the Paris Openings, in the last rush hours before the Collections were shown, we searched out several great dressmakers and asked them what their new clothes were like. Along with us came Eric, and he sketched at breakneck speed the masters themselves, feverishly at work, putting final touches on their models. You see the sketches on these eleven pages, and here is the gist of what the designers said.

AUGUSTABERNARD, pausing for a moment in her serene white workroom, says, "I believe in tunics and redingotes and Directoire neck-lines for daytime. Tunics that make you beautifully young and tall. Redingotes lined with taffeta. Regency neck-lines, high in back, with rippling, jutting fulness at the throat. For evening, square-front décolletages, with a romantic Madame Récamier feeling. Almost always, covered shoulders. My new evening silhouette is a dramatic version of the princesse line, hugging the body, but belling towards the floor, with spiral skirt flounces like a beautiful sweeping staircase. Something new is flat shirring, inserted in narrow panels from throat to hem or used for cascades that ripple down the front or back. Misty tulles and nets are superimposed on satin sheaths, for I believe that the figure should be discernible. My evening colours look new and fresh to me—cool yellow, warm dark green, pale yellow-green, pale greyish-blue, pale pink, and a modern orchid."

• Here is the first instalment of Vogue's report on the Paris Collections—presenting ten outstanding Paris designers with their own models, shown practically yesterday at the Openings and sketched by Eric with incredible speed and distinction



MARIA GUY'S FEATHERED COOLIE HAT

CHANEL, sitting amid bolts and bolts of colourful fabrics, said, "Youth is always my creed. My new collection is brimming with young tailleurs, all pinched slightly at the waist. Some have skirts to match, some have checked skirts, some have blouses of piqué or checked taffeta with schoolgirl neck-lines. There are many checked taffeta gloves, many full-length coats lined with prints and worn over print dresses—beautiful new prints, designed by Paul Iribe, with ribbon or fringe patterns creating an optical illusion of relief-work. My hats are little flower caps, worn well forward and held in back by flower bands. For evening, I am making airy dresses of lace, tulle, or net, plain or embroidered with dots or silver tracery."

LANVIN, supervising her models from her desk, says, "I act on impulse and believe in instinct. My dresses aren't premeditated. I am carried away by feeling, and technical knowledge helps me make my clothes become a reality. I have been thinking of flowers—and their feminine, fresh inspiration shows in my gay flowered prints, with sloping sleeves and flowing lines. I like black sleeves on print dresses and slit sleeves, often with arabesques of fur. I like a woman to look at her ease, so have developed flowing, soft, loose lines that fashion writers might call Oriental. I believe in fidelity, too—and am faithful to capes and ruffles and paillettes. My tulle evening capes float like clouds around the shoulders. I even put a removable cape around the hips."

LELONG, perched on a high stool, scissors in hand, says, "My collection has a new sculptural cast. With an animated forward sweep, the gown seems to precede the wearer, floating ahead instead of following the body clingingly. It imparts incredible grace, but in a hushed, unemphasized way. At night, the line is emphatic; in suits for daytime, it keeps close to the figure in a sculptural, form-moulding manner. The waist-line is oblique—higher in the front than in the back—, thus logically pulling the fulness up in front, and some hems are shorter in the front. Shoulders are natural, and often there is sleeve fulness above the elbow. There's nothing abstract about this silhouette; everything about it is in perfect harmony with a modern woman's life."

MAGGY ROUFF, in a restful, orderly office sitting-room, surrounded by flowers and Pekineses, "I dislike clothes that disguise or distort figures. I never look in old books or at bygone costumes. Colours, beautiful materials, and the natural lines of the body are my inspiration. I hate the snobbishness of poor things; even my simplest suits have a feeling of quality. For day, I am making cardigan jackets, jumper blouses, and straight skirts—often all three in different shades. One of my new forms of decoration is thick cording used on shoulders and yokes. Thunder-storm blue is a daytime colour that I like—a shade like overcast skies. For evening, a lovely purple with gold. Cottons from Madras and Calcutta, chintz-like prints from England, and taffetas fill my collection."

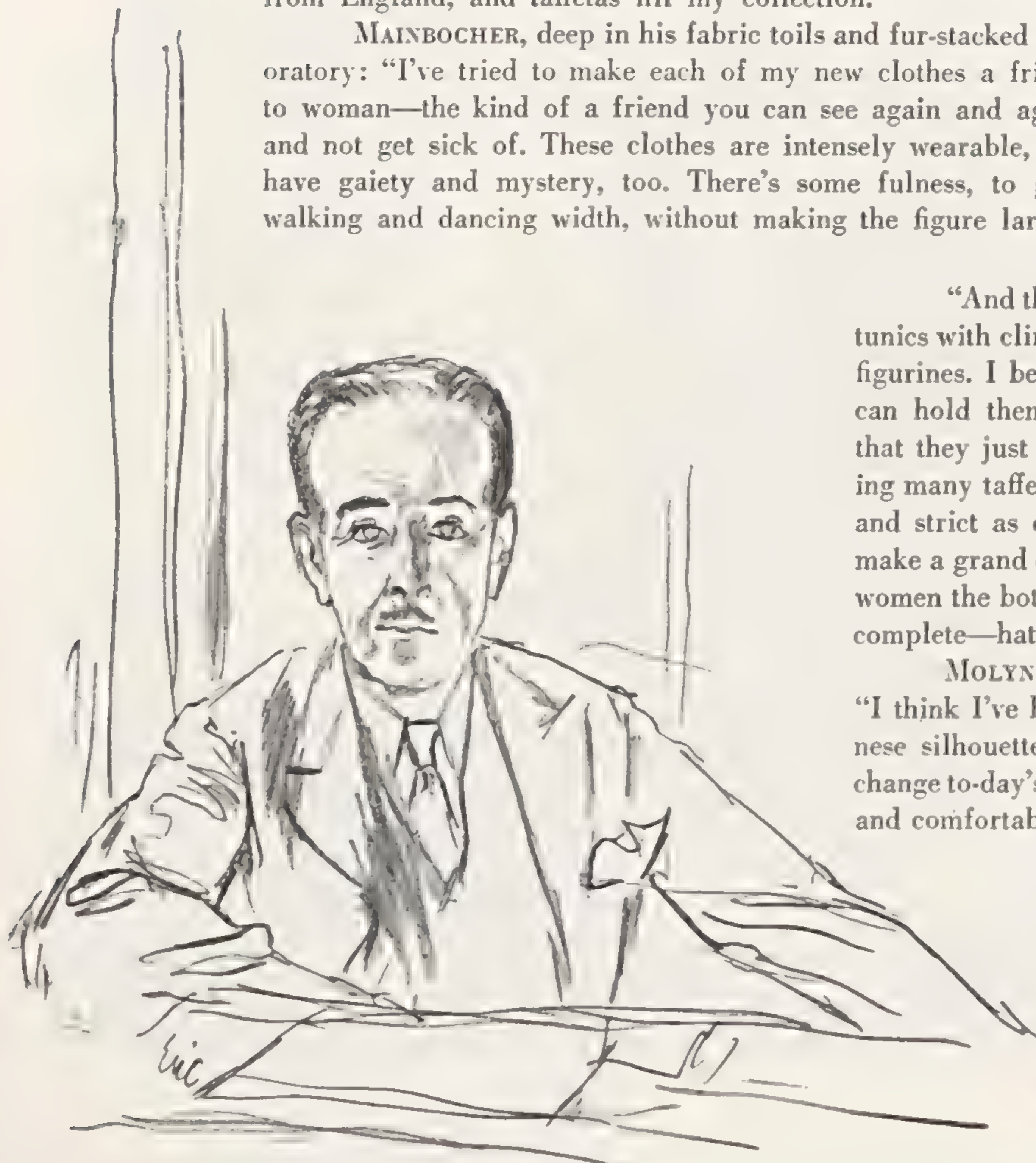
MAINBOCHER, deep in his fabric toils and fur-stacked laboratory: "I've tried to make each of my new clothes a friend to woman—the kind of a friend you can see again and again and not get sick of. These clothes are intensely wearable, but have gaiety and mystery, too. There's some fulness, to give walking and dancing width, without making the figure larger.



TALBOT (SAKS-FIFTH AVENUE)



SUZY'S BLUE FELT (BEST)



MONSIEUR JEAN CHARLES WORTH

"And there's Oriental influence in bordered Japanese-print tunics with clinging silhouettes, like primitive statues or Tanagra figurines. I believe that trains should be very long, so that you can hold them gracefully when you dance, or very short, so that they just follow the heels. For warm weather, I'm proposing many taffetas and organdies and net evening suits as tailored and strict as daytime suits. And, for nights when you want to make a grand entrance, brilliantly printed taffeta gowns. To save women the bother of assembling clothes, I make all my costumes complete—hat, gloves, dress, and jacket."

MOLYNEUX, in his enormous, sunny, mirrored studio: "I think I've hit on something really new—a modernized Japanese silhouette, an Oriental-Occidental combination. It doesn't change to-day's basic lines, and, for all its striking aspect, it's easy and comfortable to wear. Mandarin sack coats; kimono sleeves; clinging geisha-girl skirts with brilliant borders; trains like dragon tails or fans; brilliant Korean flower prints sprayed with wistaria, poppies, hollyhocks, and lilacs. The lines make you as slender as a flower stem. On my mannequins' heads, I am putting gigantic sailor brims as flat as plates, with cone-shaped or flat crowns. And what's super-new are my huge, square brims. It's nonsense to think a brim must be round. My evening jackets are straight, (Continued on page 116)



AUGUSTABERNARD COMPLETING A TUNIC COAT-DRESS OF TOILE WITH A DIAGONAL CLOSING; FROM BENDEL



LUCIEN LEONG EXHILARATES A NAVY WOOL ALPACA SUIT WITH A FAN-STRIPED MOUSSELINE BLOUSE; BEST



SCHIAPARELLI PUTS LOOPED FOX AND A SURPRISING BUSTLE ON A BLACK WOOL DAY COAT; BERGDORF GOODMAN



Back of the collections

• The sketch of Mademoiselle Chanel, up above, shows her amid bolts of fabric, during the hectic days of preparation for the great Openings. Youth is the credo of this designer, and her young, wearable clothes have had great success through many recent seasons. This spring, she is sponsoring back movement in striking evening models like the one shown at the left

• Pagoda ruffles astern, a long square train, and the use of midnight-blue satin—here are three points to note, all shown in this evening dress. The ruffles form a bustle and a backdrop that falls in a soft cascade, giving an effect of motion as the wearer walks, and they flutter over the shoulders becomingly. The spreading train is typical of most of the spring collections. You'll find this model at Altman's



Opening leads in Paris

- Above is Captain Molyneux, champion of simplicity, whose collection is full of beautifully wearable ensembles. Many of his new models show a sort of modern Japanese silhouette, an Oriental-Occidental combination—suggested in the kimono-cut sleeves and the wide, obi-like waistband on the suit at the right
- A loose, swinging jacket, a printed silk crêpe in navy-blue and white, and a white straw sailor hat—these are three things not to be missed in this ensemble, "No. 51." The three-quarters length of the jacket is smart, too, and so is the white silk top of the dress. And the blue waistband and belt make you look enviably small at the midriff. The hat is one of the pancake-flat models that Molyneux is putting on all of his mannequins' heads. You'll find the ensemble at Bonwit Teller's





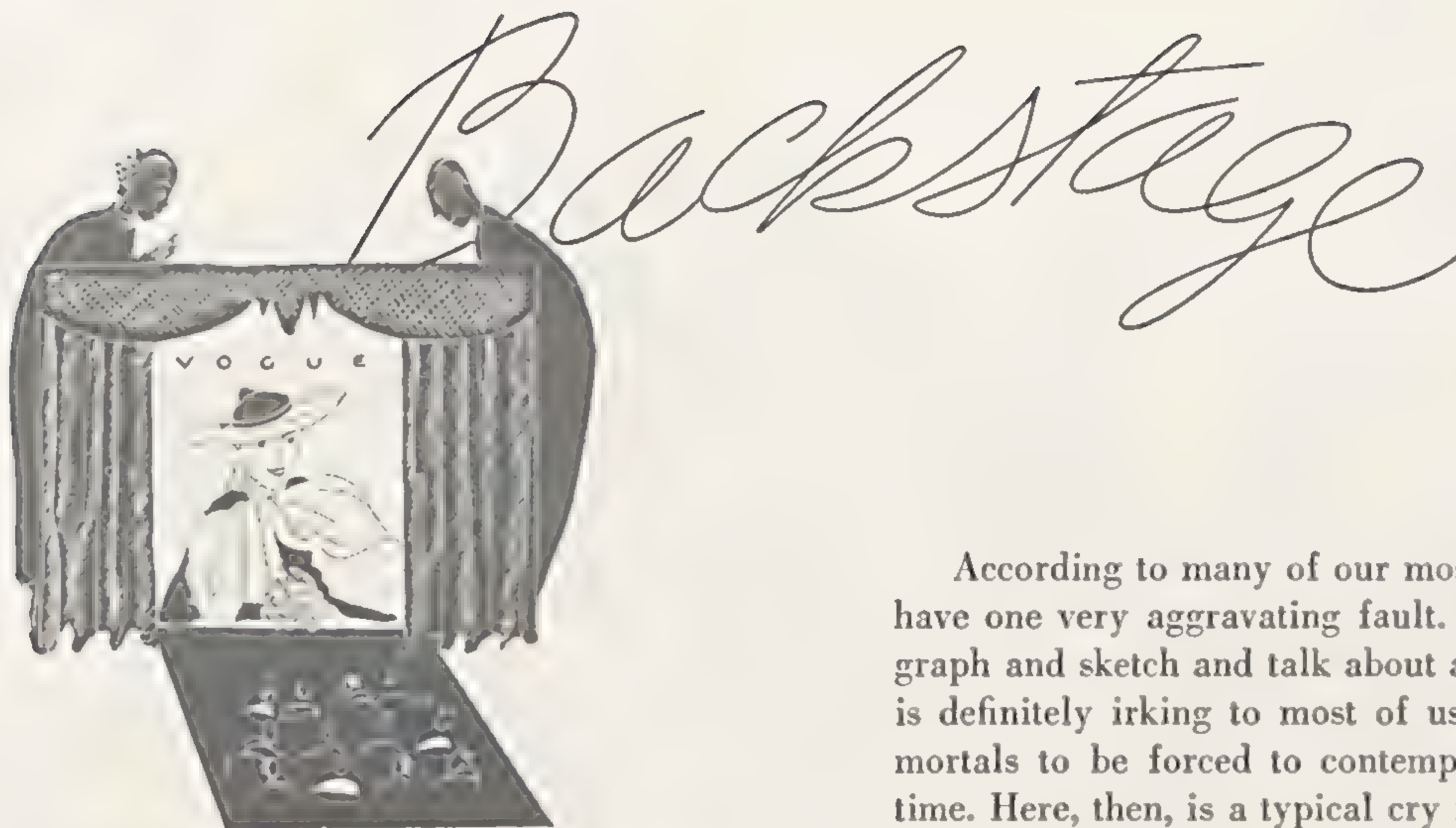
MAINBOCHER'S CAPED-SLEEVED DRESS OF BLACK WOOL HAS RED DOTTED SILK IN TIE, GLOVES, AND HAT; MILGRIM



MAGGY ROUFF PUTS A HUGE ONE-SIDE PUFF ON A WHITE MOIRE DRESS WITH TERRACED SHOULDERS AND A TRAIN



JEAN PATOU USES DYNAMIC BACK MOVEMENT IN HIS SLIM, LONG, SAPPHIRE-BLUE CRÊPE DRESS; HATTIE CARNEGIE



RECENTLY, it has been increasingly borne in upon us that we have bright readers. We should take that for granted, but we don't. Anyway, there has been accumulating in our mail a pile of amusement and diversion, some of it gleaned from the far reaches of the States, much of it circulated by mouth or through inter-office memoranda. These things brightened up our wan days, so we thought they might do the same for you. Anyway, they're too nice to be lost in the inevitable scuffle of an office. Listen, for instance, to this one:

Lines after Reading "Bed Manners"
 Why, Harford Powell, don't you know
 It's not to Bed that moderns go?
 Since you and I were very small
 It's not to Bed we've been at all!
 The Bourgeois lays his weary breast
 On ventilated "Beauty-Rest,"
 Unhooks the cot from off the rack
 And hopes to God it won't snap back.
 The gentry, decked in tweed and leathers,
 Says, "Come, old girl, let's hit the feathers,"
 Or else, in mood more debonair,
 Suggests a moment'ry *affaire*;
 Or, if a nudist, chastely tosses
 The loved one in a bed of mosses!

And Manners? How can manners be
 When Stylish people never see,
 Save by mischance, their better half.
 In separate bedroom—separate bath—
 When stylish couples only meet
 In stealth to snatch a moment sweet,
 Hoping to hit the decorous mean
 Twixt *en garçon* and *vie intime*.
 Oh, no, dear Harford, manners are *passées*,
 And Beds, like horse-cars, of another day.

There is a sinister grain of truth in this. Tories that we are, we still use the obsolete phrase "Going to bed," and we even know some very nice couples who—but why qualify? The poem still has a dire message.

According to many of our most devoted readers, we have one very aggravating fault. The ladies we photograph and sketch and talk about are just *too* perfect. It is definitely irking to most of us unkempt and casual mortals to be forced to contemplate paragons all the time. Here, then, is a typical cry from the heart.

Dear Vogue: Won't you publish the names and addresses
 Of ladies about whom the writer confesses

A deep concern?

Indeed, I yearn

To know why the Stylists treat them with deference,
 The Famous Forty to whom I have reference.

You once had Fourteen of them pictured compactly;
 Are there Twenty-six more or Forty exactly?

Please spill the beans

About these Queens.

In all times and conditions must they appear swell?

Doesn't one ever slip, thinking ohwhatthehell?

No one can doubt that they're charming and glamorous,
 But for more details your Public is clamorous.

What would take place?

Would one lose face

If some day a Passion for Comfort would grip her

And she should be found in an old bedroom slipper?

If stating the facts will not tax you unduly,

May I hope for an answer? Yours very truly

Margaret Pratt

This is professional indiscretion, but we have seen these Perfect Ladies ourselves in bedroom slippers, before a permanent and after a cold. They looked pretty terrible. Do you feel better now?

The charm of the following lies largely in the angular and temperamental script of our young contributor, but bouquets are so rare and so sweet that we feel impelled to share them with you. (Continued on page 118)





ILINA STRENGE, CASINO



FONTANA AND CONSTANCE



AT THE PLACE PIQUALE

VOGUE'S SPOT-LIGHT

on the night-clubs



MAURICE AND CORDOBA, AT THE CASINO

SMOKE. A dusty amber beam cuts through it bluntly and drops an amber circle on the floor. Behind the black silhouette of a man's shoulder, behind the thin glass raised by a woman's hand, the dancers weave. Fontana and Constance, Veloz and Yolanda, the de Marcos, Maurice and Cordoba. Tango, rumba, waltz. Floating, gliding. Swirling, stomping. Man and woman, black-haired, smooth, light. The arch of the woman's back is an excitement. The man's coat tails sweep in black arcs. They go then, on the crest of applause.

The lights go up. The night-club crowds are in paler, more bluish smoke. Beautiful women, tired women, old women. Tired old men, dull young ones, well-groomed thugs. Much champagne, many jewels, phalanxes of backs, casually bare. Laughter, muffled by the haze and the drinking. The floor is jammed, the dancers hardly move. They don't care. The women cling to the men as if they were drowning with them. The music is politely, rhythmically sexual; the smile of the orchestra leader, turning around, slightly satanic.

Down with the lights. The spot cleaves through the smoke again, centres on a piano. A girl steps into the



PHOTOGRAPHS ON THESE TWO PAGES BY REMIE LOWSE

AT THE COTTON CLUB IN HARLEM

beam. Frances Maddux, perhaps; or Marion Chase (she is in London now, at the Café de Paris); or Iliena Strengé, a newcomer, singing husky, nostalgic songs from Vienna in a frog-embellished Hussar jacket.

But these are the well-bred places, the haunts of the suave and the rich. The Casino, the Place Piquale, the Chapeau Rouge.

On Broadway, the smoke and the glare and the rooms are all bigger, brighter. The women are plumper and tinselled, the men shorter and dusty. The floor-show is nakedness accented by feathers and by adroit little triangles of sequins. The floor-show is skin-deep magnificence paraded by girls in their 'teens. Paradise, Hollywood, and then the Casino de Paree, which is a theatre transformed, with people sitting at tables in the orchestra and dancing on the stage when the revue is not there. Big, crowded places, fundamentally savage, externally quite in order.

In Harlem, the haze is the thickest and the blackest. Except on the dance floor, there is hardly any light at all, and the people are only dim faces in an umber dusk (like a Carrière (Continued on page 94)



PARADISE, BROADWAY



Build your home with flowers



FLOWER arrangements frequently follow decoration, but the subtle precedent of this idea should be that they follow the architecture of a room. Since almost as many rooms are marred as made by their arrangements of flowers, one must first avoid the well-meant extravagance of placing ten bouquets, each different from its companions, in one room, however spacious it may be. The result will be too reminiscent of recent days in a fashionable hospital or of an equally fashionable funeral where a careful colour scheme of blue and yellow was ruined by the arrival of an unfortunate, but important, sheaf of red roses. If, however, we keep to a single flower or colour, an equally unfortunate wedding may be suggested, variety being the spice of decoration.

The solution is simple. We must curb the impulse to buy too much, difficult as that may be in most flower shops, and select only with a mind to the architectural points of the room. Few rooms are planned with stipulated places for flowers, but, once the most advantageous spots are discovered, they can be experimented with and made always to expect their own bouquets, varied with the seasons, but always alike in form. Exceptions, however, may prove this rule.

The accompanying sketches illustrate three phases of this architectural use of flowers as developed by James Reynolds. In the curve of the staircase shown above, Mr. Reynolds has placed a narrow plant table, supported on metal arrows painted white and gold. The trough of dark green metal holds white majolica pots rising in height with the ascent of the staircase and filled with white, pink, and scarlet amaryllis. A series of rings to hold the pots are supported on rods of ascending height attached to the back of the table. This effect could be carried out equally well with lilies, delphiniums, or chrysanthemums. In summer, certain garden flowers will adapt themselves to this treatment: dahlias, geraniums, or even African marigolds—which were used, with great distinction, massed in grey stone urns at the entrance of a city house as a pleasant substitute for the usual geranium. A mass of the same colour is more effective than a variety.

For carnations and other long-stemmed, but weak-willed flowers, which are always at their best in quantity, Mr. Reynolds presents the flexible painted wire-work guard that was made first for Mrs. Chalmers Wood and is sketched at the upper left. Used in pots or very low vases, it is a decorative and practical addition, since it supports these flexible stems and makes the tall masses so well adapted to formal and architectural uses, either indoors or out.

In a Palm Beach house planned by Grace Hyman Hutchins, a large mirrored wall has been framed in a treillage, which rises from a huge semicircular basket filled with flowers, supporting five wire baskets—two of them suspended in the manner of Victorian porch baskets. They are all filled with vines and flowers and are reflected in the glass. The entire panel is of an exquisitely delicate Empire design, by Robert E. Locher.

In a Maine house, the entrance porch is fitted at each side with tiers of steps, each step with its row of brightly flowering pots. The top rows contain scented flowers, to give arriving guests a fragrant welcome, an effect equally good in a small foyer.

In a small house in Connecticut, one pale grey room uses as its constant decoration great fan-shaped masses of ferns arranged in vases on brackets placed rather high about the walls. The incidental bouquets in vases in this room vary, but the ferns are an established feature suggested by the delicate fern pattern of the chintz curtains and covers. Throughout this house the colour schemes vary but slightly through a scale of grey, pink, and plum, with the result that the garden itself is devoted solely to flowers which lend themselves best to these backgrounds to which the grey-white house is perfectly adapted.

In an early Edwardian novel, there was described a room especially constructed for a great party in Newport, the walls of which were completely covered with fresh Parma violets, an effect achieved by some method apparently impossible to explain. The British author, obviously under certain delusions as to the extravagances of American entertaining, explained that violets were used because, in August, they were all but unobtainable. While such fantasies are hardly to be taken seriously, it is quite within (Continued on page 116)



PASTELS—IN MOLYNEUX'S WOOL CAPE-SUIT WITH NUTRIA AND HIS LINEN-LIKE, TWEED-LINED "DUSTER" OVER JERSEY

Gay Miscellany

. That cardigan at the right, with its new horizontal banding stitch, was knitted in Ireland; Altman. The pale blue of the felt hat is chic; Madame Pauline

. At the upper right is a perfect tweed coat - double revers, braid fastenings, russet-brown, and all. The ghillie bag with laces is new. Both from Fortnum and Mason

. A smock that's a velveteen coat tops a grey-and-red knit dress, worn with Descat's felt hat. Both from Saks-Fifth Avenue



. The sheer woollen jacket-dress below looks like linen - very fresh and young with a brown tape bow-tie; Abercrombie and Fitch

. Next it is a gaily striped cotton scarf that came straight from Mexico, worn with a knitted coat and dress; Mrs. Franklin, Inc.

. Miss Whitney Bourne, at the lower left on the opposite page, wears a streak of white hair across her blond head. Louis Parme did it





. The suit just above is of navy-blue wool, with wide piqué revers. It's worn with a Charlie James hat; both from Fortnum and Mason. The gloves are from Steinberger

. There's colour in spring bags - note the four Korset bags at the upper right. The pouchy russet bag is from Plymouth Shops; blue bag from Bonwit Teller; brown one from Altman; initialled one, Jay-Thorpe

. Knitted sleeves help your swing in the brown suede golf jacket (right); Dunhill

. The two-piece suit, below, is of Chanel's knit material, with a piqué bow blouse; Saks-Fifth Avenue. Miss Jane Wyatt posed





BRUEHL-BOURGES PHOTO

CONDÉ NAST ENGRAVING

PATTERNED ON SPRING

Here is Vogue's own dress for spring, Design No. S-3693. The tuxedo fronts, faced with Cheney's printed faille crêpe, are in smart contrast to the Forstmann Forstone wool. (Back view on next to last page.) Synthetic wool straw hat; Lilly Daché. Screen and bowl; Sandfort. Chair and table; Sloane. Steinberger gloves

Behind the Mums

THROUGH the lofts of Manhattan—from Thirty-Fifth Street and Eighth Avenue to Forty-Seventh and Fifth—sprawls the great wholesale clothes business, known in New Yorkese as the “mawket.” About eighty-five per cent. of your ready-to-wear clothes come from there, yet it’s an unexplored world to the customer on whom it depends. You’re automatically shut out unless you’re in the “trade.” First ethical principle in a sometimes equivocal business—never sell retail even to your cousin.

Several weeks ago, the Vogue editors put pencils in their Patou purses and began their rounds of the significant wholesale openings. Over in a West Forties building was a big spring showing, typical of the cream of the Guild houses. It was ten-thirty in the morning.

We pushed open the door of the showroom and were immediately aware of a subdued excitement. Suspense hung over the room in heavy clouds, like the cigarette smoke. Along the window side of the big, panelled room were the usual French chairs and screens (a touch of privacy, so that buyers can’t watch one another buy), but there were several additional rows of gilt chairs with red plush seats, in for the day, like caterer’s wedding arrangements.

Most of the chairs had slips of paper pinned on the seat, scrawled with a name, for the seating is as complicated as a diplomatic dinner. More complicated, because every one there is a big shot. Buying power is the criterion, and the west-coast tycoons who write six-page orders are right up in the front row.

The seats filled up. Necks craned, hands waved across the room, voices buzzed in a low key. These were friendly competitors, and the élite of the trade. There was a slight snobbery about being there at all, since dozens of small buyers would give their eye-teeth to get in, and have no more chance than a gate-crasher at a Baltimore Assembly.

“How is the Bernheim line?” asked a Big Chicago buyer.

The buyer from up on Fifty-Seventh Street turned her thumb down.

“His designer left him for Saltz and Saltz.”

“Ha,” the Chicago buyer said, “I must look at Saltz and Saltz’ line. Did you hear that Joe Reisen married his designer?”

“Well,” Fifty-Seventh Street answered, “that’s one way of keeping her with the firm. Probably comes to less in the end than the twenty-thousand contract she made him sign last year.”

Some one opened a window noisily, and there was a sudden hush. Concealed spot-lights shone on the door of the models’ room, pads were propped on knees, cigarettes were squashed out.

The first model swept in with all the manner of a magnificently gowned woman making a late entrance in a ballroom. Her carriage was an example to our better actresses as she sailed down the room, threw off the jacket over her gown with a fine gesture of abandon, and dragged it after her in one limp hand as she returned to the doorway. She opened her beautiful mouth.

- The models shown on this and the next eight pages are American-made clothes available in New York and in other cities listed on page 109.
- Below (left to right), from Altman, Saks-Fifth Avenue, Bonwit Teller



"Fourty-three-oh-fower," she said in a toneless voice as she trailed out of sight.

The woman who was the brains behind all this stood in the shadow watching the faces in the little gilt chairs with the fanatic look of an author watching the critics on a first night. She had been up late for five nights with fittings, and her eyes were tired. Before the gown that had just been shown was perfected, they cut up forty yards of an imported fabric at eleven dollars a yard. The model stood for a dozen fittings, and her feet were so swollen that she could not get on the slippers that matched until five minutes before the showing.

Now, with a few pencil marks on pads, the jury outfront will condemn or accept that dress and the rest of this collection within the afternoon. This designer is a business woman. The dresses must sell. But beyond that she is an artist, who has put her heart's blood into the making of that gown. Her taste, her technical skill, her imagination were all walking through the showroom—to disappear forever the next day, or to enter the Colony in triumph six weeks later.

"My dear, where did you get that divine dress?" a woman would say.

"At that shop on Fifty-Sixth Street. They have marvellous clothes." The designer sighed. She sees some of the smartest women in New York wearing her clothes—and not one of them knows she has made them.

No, there is no glory in it, but there is money and a certain creative pride. She watched now, and the buyers were writing: "4301—wine net with back fulness—separate jacket—get price."

Things were going to go—the collection was a success. There was not a murmur in the room as the models passed and repassed, pausing occasionally for a hand stretched out to feel the material. The designer turned wearily towards an inner room to sit down for a moment. To-morrow—she must start on the next collection! A hundred ideas were running through her mind. "I shall use more net," she thought. "Fulness should begin moving to the front. . . ."

For the wholesale designer never has a chance to rest. There must always be new things to show the buyers even between collections—and six collections a year alone represent a heart-breaking effort. If a designer goes stale, the firm is licked. There is always new talent on the market, and the buyers move on. The frequent buying trips to Paris that give the necessary inspiration don't (Continued on page 103)



- Arrows point to spring in the suit above—horizontal ones on the blouse, vertical ones on the jacket. The print is in brown-and-white, with a brown crêpe dress; Saks-Fifth Avenue
- At the far left is a tailored challis suit—small in the sketch, but large in fashion. In green, black, and white; Best
- Beside it is Hattie Carnegie's Ready-to-Wear Department "After-five" suit—made of black silk crêpe with a dotted velvet blouse and exactly right for the purpose its name implies



- The seated lady wears a smart spring trio—a printed blouse in black, red, and white, a black wool skirt, and a coat of black-and-white striped Linton tweed; from Altman
- A spring perennial—a dress of navy-blue crêpe dotted in white. It has a three-quarters navy-blue coat; Bonwit Teller
- Printed linen is the new note on the navy-blue wool suit worn by the lady at the right. The linen—in natural and navy-blue—makes revers and high-necked guimpe; Rose Amado

Plain and Printed



STICHEN

Spring in Manhattan

Against the keen, high flanks of Rockefeller Center, and in his own studio, Steichen has photographed the smart New Yorkers on these and the next four pages, in their new spring clothes. Like figureheads on a stone prow, Mrs. Archibald Thacher, junior, (opposite) is wearing a beige wool suit with a plaid cape (Bonwit Teller) and Mrs. John Livermore a blue wool suit with a blue-and-red checked jacket (Saks-Fifth Avenue). At the right, Mrs. Langdon Post wears a pink-and-grey jacket, grey skirt, and Daniel Hays gloves; from Saks-Fifth Avenue. Three hats from John-Frederics



SHOPS IN OTHER CITIES LISTED ON PAGE 109



STEICHEN

Plaid—smarter than ever in this Milgrim ensemble worn by Miss Charlotte Young. There's a blue-and-yellow plaid skirt, a navy-blue silk blouse, and a three-quarters blue wool coat. The navy-blue straw boater is from Lilly Daché.



SHOPS IN OTHER CITIES LISTED ON PAGE 109

More plaid—in the red-and-white print frock under Miss Mimi Richardson's navy wool redingote (The Tailored Woman) and in the gaily plaided taffeta bow-collar on Mrs. Marshall MacLeod's blue wool dress (Sada Sacks). Mauboussin jewels



STEICHEN

BERGDORF GOODMAN

*Baa, baa
black chic*

Black for your first spring dinner-dress—soft black, like the chiffon suit above, or crisp black, like the dresses opposite, but always sheer black. This is the dress you cannot live without during March and April. Miss Elizabeth Blair (above) chose softness, in a dinner-suit of tucked chiffon with a flattering pale pink top; from Bergdorf Goodman

- Mrs. De Forest M. Alexander (first on the opposite page) is wearing a dress of paper-doll crispness—of cross-barred black organza with a three-tiered cape to echo the flare of the full, ruffled skirt; Bergdorf Goodman. Perched beside her is Miss Lucile Brokaw, in stiffened black net with bands of black crêpe holding out the smart little cape, the wide cuffs on the black net mitts, and the full, swinging skirt; Bruck Weiss. Jewels on both pages from Cartier; furniture from Bruce Butterfield. Bowl from Rena Rosenthal



SHOPS IN OTHER CITIES LISTED ON PAGE 109

BERGDORF GOODMAN • BRUCK WEISS

FINISHING TOUCHES



HOYNINGEN-HUENÉ, PARIS



• Here is the latest invention to simplify life—a clip with an extra bracket for holding flowers. One part fastens to your dress, the other clutches your camellias. Mauboussin thought up this idea. Above, on a Mauboussin bag of brown antelope, is a small diamond clip; at the left is a diamond-and-topaz one clasping the corsage on a Pierre Imans mannequin



• At the right you see one of the smartest of Chanel's ideas for spring—gloves and scarf of taffeta printed in tidy little gingham checks. The ends of the scarf, with their bows, join together to make a crisp chou under your chin. The Aris gloves cross their palms with leather; from Best. The mannequin with the luscious lashes is by Pierre Imans



HOYNINCEN-MUENÉ, PARIS



• Grey flannel, no less, is the surprising and smart fabric of André Dupuy's new spring bag (left, above). The top is rolled up like a parchment scroll and fastened with a metal clasp. The lining is blue moire; Milgrim • "Gargantua" is the name De Ravenel calls the fat cylindrical bag at the left. It's a god-send for those who crave plenty of room, as the capacious innards are divided into three compartments. Sturdy pigskin makes the outside; beige moire the lining, and gold metal the initials; Saks-Fifth Avenue has this



SCHIAPARELLI'S VIOLET-BLUE TWEED SUIT WITH MINK BANDS • TALBOT HAT FROM SAKS-FIFTH AVENUE

But, since we can't, let's hit a few high spots here and there. I can't truthfully say that the selections are typical or average, for Dude Ranches have distinct and highly contrasting personalities.

Take Lazy K Bar—that's the Van Cleve outfit up in the Crazy Mountains, fifty-six hundred feet up, to be exact. An Alpine resort, no cattle ranch, did I hear you say? That's where you're wrong. But come and find out what it is like.

You may pore over descriptions and pictures and maps, but you can not possibly visualize the unspoiled beauty of the Sweet Grass country till you've seen it. Certainly, you won't be impressed by the little town of Big Timber, Montana, when you reach the destination indicated on your ticket. But the early morning air is clean and fresh, and you are in good humour. You can't resist the contagious smile of the wholesome-looking boy in the bead-banded Stetson and the faded jeans who is meeting you and dumping your luggage into the ranch station-wagon. It is the most dilapidated, but ancient and honourable station-wagon that you have ever ridden in (it has more than one hundred thousand miles to its credit).

Never mind the rattles, the bumps, and the Montana dust. In the distance—looking nearer than they actually are—loom the jagged Crazies, invitingly forested, with

here and there patches of natural "mountain parks" or bald slopes of shifting grey shale. The road becomes almost imperceptibly steeper, and cheerfully bumpier. Finally, we enter the Forest Reserve—and we are in the hills. A few miles farther, past the open patches of fields blue with lupin, and we glimpse the cabins of Lazy K Bar. We are going to the Upper Ranch, which nestles in a little valley right at the foot of the Crazies. After the Dudes have departed, towards the end of September, this Upper Ranch is closed; for already the snow has visited it. Then Mr. and Mrs. Van Cleve go down to the Lower Ranch, and the outfit goes about its regular business of stock-raising. In all, there are some six thousand acres—so large a piece of land that we do not think of boundaries.

If there is some branding to be done or cattle to be cut out, you will have a chance to ride down to the home ranch while you are here. Whatever there is to do—rounding up cattle, going down to the pasturelands to look after the sheep, the Dude can go along with Paul Van Cleve, learn all about it, and join in the work—and the fun. All Dudes like the relaxation of working with their hands, of sharing in the routine of the ranch.

Stay for several weeks—you'll be stretching it to months if there is any way of doing so. You have your own cabin, your own string of horses. You can catch your own mountain trout in the stream and have them for to-morrow's breakfast. It is easy to fall into the simple rhythm of the life. And, before you have worn the stiffness out of your blue jeans, you will be saddling your own horse in the corral. Ease into it—and soon you will not count it a day unless you (Continued on page 100)



THE FAMOUS "BIG" AND "LITTLE" BONES (TOP) • THE CORRAL AT LAZY K BAR RANCH



ARTHUR DAILEY

EARLY MORNING WRANGLING AT EATON'S RANCH



PACIFIC PHOTO BY D. L. BROWN

MR. AND MRS. BURTON BREWSTER OF QUARTER CIRCLE U



MR. AND MRS. OLIVER O'DONNELL AT VALLEY RANCH

Every dog
has
its dame



FIRST, select for your own benefit, since there are to be no prizes, Best of Show among the owners sketched above. Second, pair off the dogs below with the proper owners above. Don't be misled by superficial resemblances between dog and potential owner, for there seems to be some rule, as in marriage, about choosing opposites for a happy union. Then, too, little straws in the winds of fate or fashion may determine a lady's choice of canine breed, whereas the dog could have made a more personal selection. As a matter of fact, these pages are cruel. The dogs are much more attractive

3 Pippo, the Chihuahua, once overheard the remark that his mistress, Mrs. Axel Rossiter, had a figure like a bureau with the top drawer open. However, he finds it very satisfactory. Clutched to her ample bosom, dog and mistress go shopping in the limousine for both of them, for Pippo has an extensive wardrobe including Shu-glovs and a new sweater a week. Mrs. Rossiter is good-hearted, but untidy, and Pippo makes up for it by not shedding hair and being innocent of fleas. His mistress generally refers to him as "my baby," at which his soft brown eyes water a little

1 Right after reading *Flush*, Miss Woolf's tender autobiography of Elizabeth Browning's spaniel, Mrs. Wallace Ludlow realized what was lacking in her home. Sentiment. Long, curly, silky, brown-eyed sentiment. Wallace Ludlow most certainly did not have it. He was bald, blue-eyed, and dedicated to hardware. He bellowed. So Mrs. Ludlow bought a spaniel and called it Flush II. Unfortunately, instead of lying at the foot of her bed and gazing at her with slavish, myopic eyes, Flush II. displayed a preference for licking the cans and door-knobs in Mr. Ludlow's emporium



PIPPPO

2 Mrs. Bunch has always firmly believed in the rather paradoxical theory that two can live as cheaply as one. That is why she married little Mr. Bunch and bought both Heidi and Ho at one fell swoop. Heidi is the Scottie, and Ho is the Sealyham, and strangers hearing Mrs. Bunch call them in from the garden suspect her of being (like good sherry) pale, soft, and nutty. Heidi and Ho have cost her more in one year than two trips to Europe and the new Plymouth. Damage: eight pillows, one Aubusson, and Mr. Bunch's sanity

4 Miss Whipple is very masculine and tweedy. She has only two weaknesses: dogs and puns. Hence Nip and Tuck, her two bulls. She hates anything soft and charming, so she encourages Nip and Tuck to growl, plant their Chippendale legs in the path of any stranger. She takes them for long walks, brushes them hard every day, and never talks baby-talk to them. In consequence, they nurse a secret passion for the kitchen-maid, who calls them "wuzzy-buzzy" and scratches their stomachs till they roll over, their little pink tongues projecting





GAMIN

5 Agatha Taunton is under the impression that Gamin, the wire-haired terrier, belongs to her—an idea that Gamin is not party to. For though the sporting Miss Taunton sets a succulent table and unfolds a generous lap, there is a question as to whether *she* does not belong to Gamin. Gay, tireless, and nervous, Gamin has hobbies of her own which brook no interference: chewing old rubbers, sitting under bridge-tables, motoring. She deplores, on the other hand, sudden noises, vegetables, and the Irish wolfhound next door

7 Mrs. Ryce-Reeves would rather die than be dated. Therefore, when she read in some magazine (probably Vogue) an article called "And so to Bed-lington," and heard Cecil Howard, in his latest and most brilliant play, refer to "that frightfully chic creature—two parts sheep, one part bath-towel," she decided it was time to buy Clyde, whose likeness lopes below. A more docile and distinguished animal than Clyde never breathed. How could one, then, possibly foresee the appalling contretemps in the Park, when Clyde happily sunk his milk-white teeth into the flank of a snooping Schnauzer?



CLYDE



CHARLEMAGNE

8 Though you may not see it at first glance, Charlemagne and his mistress, Miss Dugget, have one quality in common: ferocity. Miss Dugget is ferocious because she isn't attractive and knows it. Charlemagne is ferocious because he has paranoia; he thinks everybody's agin him. The little griffon, therefore, is a boon to his mistress. She carries him about, aware that the two of them need nobody else, least of all men. Charlemagne yaps continuously, even in sleep. Though once in a while Miss Dugget will say, "Stop it!" there is no conviction in her voice at all



CHARLEY

6 Little Joe Hammer goes to a modern school. He sits all day banging one piece of wood on another. The kilts are his own idea, because trousers give him claustrophobia. To "take him out of himself," his "Supervisor" suggested a pet, so Charley was bought. Unfortunately, the big collie has swelled Joe's mammoth ego to bursting. He is not only fanatically devoted, but he can lick any dog in the neighbourhood. Joey does get more exercise, but this is balanced by the fact that his conversation is now confined to gibberish which only Charley appreciates

9 How could you possibly guess that this potential lap-sitter is the property of young Audrey Taylor—champion skeet shooter and sworn foe of any denison that ever eased through an open season? Yet Baba was the gift of a misguided male who hoped to bring out the maternal in the huntress. Far from yielding, Audrey has drafted Baba into service, and early mornings see her stalking through the brush, while Baba waddles behind in Oriental splendour, snuffling the reproach that two thousand years of indolent ancestors justify





"LONDRES-C'EST FORMIDABLE!"



"**F**ORMIDABLE! Fantastique!"

Thus, the true Frenchman's reaction to the new London. The legend of the old England had persisted for decades. The legend of dulness and darkness and stuffiness. The legend of Nowhere-to-go-after-midnight. To the average Gallic eye, London meant raw-boned women in bad gowns, inferior food, and a talent for the avoidance

of gaiety; all this, mind you, wrapped in a pea-soup fog.

Not so now. Never has London been so brilliant and so happy. These drawings by Comte René Bouët-Willaumez testify to that. There is a new ebullience in the air, a new lustre to the city.

Take the Embassy, first, the most crowded supper place in the world. Supper tables cover the floor and push right up to the band, and people bulge through the balcony balustrade. "I thought they danced here?" said a stranger. At this moment, the maître d'hôtel did his well-known

Vanishing Table Trick, and a precious square foot was found—no more—for even the service corridor was blocked with dancers. Presently, by two or three o'clock, the elimination had proceeded so far that there really was dancing space.

Then, the Ellesmere party. The wires buzzed with cryptic warnings about this affair. "Come early, the Queen will arrive at nine-fifty, but don't tell any one, as we don't want the Press to know, and, besides, it will make such a crush." "Not at all, she will arrive at nine-thirty, and at least seventeen hundred are coming." Wise guests arrived at nine in quite the largest house you could imagine, where they found themselves carried irresistibly around a central hall that seemed as roomy as the Trocadero in Paris ("*Formidable!*"), up an immense staircase to a great gallery that ran around the hall and down again. From beside a large and gesticulating statue, you could look on a dense throng of guests who had arrived with over one hundred private dinner-parties that had been given that night in London ("*Fantastique!*"). (Continued on page 94)



AT THE EMBASSY CLUB



GUMPHYS AT THE STATUARY, CLASSIC AND LIVELY, IN BRIDGEWATER HOUSE



For slender figures

A LASTEX STORY

EVEN a slip-of-a-girl needs a proper foundation for her clothes, these revealing days. Thanks to Lastex, the old objections are as *démodé* as knee-length skirts. Subtle garments like those at the left mould you into something pretty perfect without your noticing it.

Everything conspires to keep both beholder and wearer unconscious of the corset. Fan-tom Grip and Invisagrip garters, as well as doing away with hooks and fastenings, prevent bumps. And corset makers have at last taken the evening décolletage problem seriously.

- At the upper left is our old friend the Vassarette in its 1934 version—a porous weave, cool but firm, of Lastex and Bemberg; from Saks-Fifth Avenue

- Next (upper right)—a new Artistic Flexees, a hookless combination with "twin control"—that is, both vertical and horizontal; Franklin Simon

- The centre all-in-one Dancabout, from Vanity Fair—is very light and low cut. Of knitted silk and Lastex; Wanamaker

- The Nipset Lastex and lace slip-on (lower left) has clever seaming to give a nipped-in waist; Bonwit Teller

- Van Raalte makes the Lastex lace Singlette with a glove silk brassière and panties; from Lord and Taylor

OPPOSITE PAGE—That first dress is of pale blue organzette, with a medium décolletage and yards of ruffles. Flesh net suggests an off-the-shoulder line. The second dress is of red crêpe with a braided belt and shoulder-straps. Hold the page to the light to see what goes on underneath. Jewels from Black, Starr and Frost-Gorham. Décor; W. and J. Sloane



GERVAIS • BONWIT TELLER (DESCRIBED ON OPPOSITE PAGE)

STEIGER

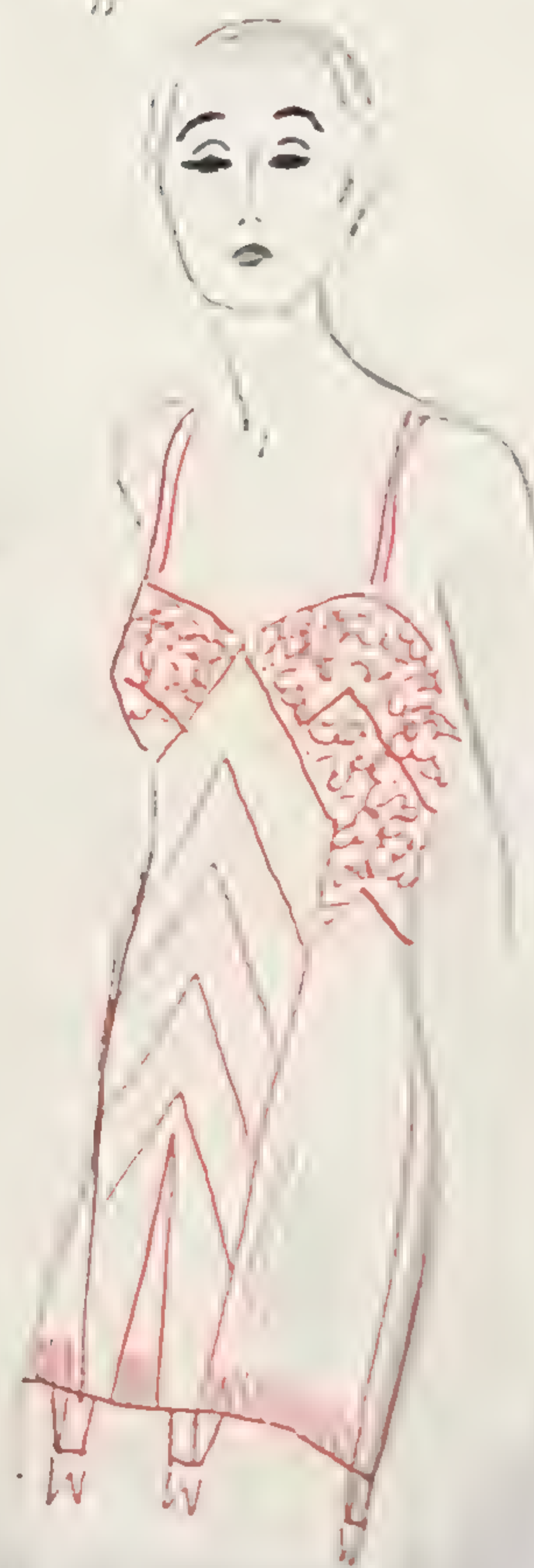
Hold this up to the light to see the corsets beneath



Under low décolletages

- Turn back to the preceding page to see how smoothly an evening dress fits over these well-made corsets. The first is Model's new satin and French elastic girdle, cut as it should be worn—high over the tummy, low in back, with Invisagrip garters; Arnold Constable. The lace brassière is a Maiden Form "Decolltay"—low, but efficient; Best
- At the right is "Slimstrype," Carter's seamless elastic model with a twin-pointed bandeau and knitted-in panels that flatten the figure. It's low enough in back to wear with evening gowns; Wanamaker

Moulding the Mature figure



- The all-in-one above gives the full figure a well-moulded waist-line and has light boning to control the diaphragm. It's an I. Newman model with side panels of two-way stretch elastic and a reinforced back
- The seated lady wears Warner's low-cut, seamless hip corset "Le Gant," with a satin front panel and Youthlastic back section. It's cut on the bias to flatten both diaphragm and derrière. This is from Best

- The Nemolastic corset at the upper right uses a two-way stretch Lastex that has a firm control. There's a boned batiste panel; lace uplift brassière; Altman
- At the right is a batiste all-in-one with the careful detail typical of Lily-of-France models and a lace uplift brassière; Altman
- The beautifully made Gossard corset at the far right has Skinner satin panels, hand-knit elastic sides, and a lace brassière. Best has this model

DISTINCTION

presides at English tables

ENGLAND need look no farther than the luncheon and dinner-tables of her distinguished hostesses to find the dignity wished for her in "Cavalcade." For about these tables is a magnificent sort of dignity—the dignity of mellow wood with the patina of the years upon it and of fine old silver that has been handed down from generation to generation, often since the days of Queen Elizabeth and Queen Anne. Here, on these pages, are photographs of two such tables, each in a great English house in which beautiful silver is a tradition and a valued possession.

The photograph below shows the Countess of Portarlington's table, set with her fine collection of old English silver. Antique snuff-boxes hold the cigarettes, and wine-tasters, with their porringer-like handles, are used as ash-trays. The smaller photograph shows the intricate detail of the covered silver dishes at each end of the table.

Coffee after luncheon in the home of Lady Colefax is served in the manner shown in the upper photograph on the opposite page. In front of Lady Colefax is set a large tray that holds a coffee machine, a graceful silver pot containing hot water, cups, sugar, and an old tea-caddy containing coffee. In this house, it is the custom for the guests to remain at the table over their coffee after lunch, rather



THE COUNTESS OF PORTARLINGTON'S TABLE, SET WITH OLD ENGLISH SILVER

E. J. MASON, LONDON



AFTER-LUNCHEON COFFEE AT LADY COLEFAX'S

than to return to the drawing-room at the conclusion of the meal. As a centre decoration for the luncheon table, Lady Colefax uses a cream coloured faience bowl filled with lacquered gourds and squashes.

Along with these classic pieces of silver go classic English dishes that are by no means unfamiliar to the international palate, but, so far as their actual preparation is concerned, are practically unknown to American cooks. Therefore, *Vogue* has collected a group of recipes from well-known London hostesses—ladies famous for their good and bountiful table. The Countess of Portarlington, Lady Colefax, Mrs. Aspinall-Oglander, Mrs. Gordon Leith, Mrs. Syrie Maugham, Mrs. Charles Cartwright—all women who know as much about food as some of the chefs of the famous restaurants—have passed on with unusual generosity the secrets of their household. With them, the making of a good menu is a fine art. It is like making a good concert program. Often, good food is badly combined, the hostess making the same mistake as the orchestra leader who, although he may give a great performance, has no taste in program making.

These remarks may well be applied to the soup served at a formal dinner-party. If there is an elaborate menu, the soup must be a thin and not too (Continued on page 96)



LADY COLEFAX'S LUNCHEON TABLE

Vogue's Smart Economies

HOWEVER you feel at other times of the year, along about March first you simply must have a new dress—and a dress that looks new, from the very first glance. That's why we chose the model on this page—you haven't been seeing sleeves like that, or a collar that looks turned up by the wind in the back. Top it off with a flat little hat with a turned-up brim, and you couldn't be smarter. As for the second dress, it's a perfect between-a-dress-and-a-coat model, just right for warmish spring days before you feel quite right in a model that is frankly a dress without a coat. The crisp white collar is an added spring touch—one of those white touches that we welcome annually, along with the jonquils and tulips. You might wear this dress first with a hat to match the dress, and then progress to a white hat and gloves, as the season moves on.

Then there's the coat, which can be worn with an endless variety of scarfs, shown over at the far right. It has an adaptable collar that can be pushed in several wind-blown directions, and it's made of a brand-new fabric—a thin, soft wool, with a mossy surface—that is sure to be a success.

But spring comes, not only for the smart young woman and her mother, but also for her small sister. So we're showing you the children's clothes on page 80—each one a discovery in diminutive chic. There are none of those superfluous details so often used on children's dresses to "pretty them up." Even the two party dresses are as simple as can be—yet are the kind a little girl will love to wear. As for the coat: it was copied from an English girl's, which places it at the peak of young smartness.

WHERE AND HOW TO PURCHASE—No matter where you live, in city, town, or village, you can buy Smart Economies, for they are sold in many places besides the New York shops that are mentioned in the descriptions. On page 117, you will find a list of those shops where Smart Economies are available; but if none in your town appears on the list, write to Vogue, at 420 Lexington Avenue, New York City (and please enclose a stamped, addressed envelope), and we will be glad to send you the name of a shop which is located conveniently near to you





SELECTED BECAUSE—This one-piece dress (far left) has the bright, gay, contrasting sleeves that have taken the whole of Paris by the arm; they are peasant in style, with a turned-back cuff, and can be had in print, pastel, or a bright shade to contrast with the dark Canton silk crêpe of the dress; the wind-blown collar and bow tie (to match the sleeves) give an important chesty look. This is a dress that will look equally well under your spring coat or without it. Dress from Franklin Simon; \$30

SELECTED BECAUSE—The jacket-dress (centre) is definitely spring 1934 and very different from your last year's jacket-dresses. Both dress and separate jacket have long sleeves; the springlike collar of pleated white piqué is detachable. It's a grand dress to wear in March, and for town and travel throughout the summer. It's as smart for the young matron as for débutante or collegienne. We show it here worn with the new white accessories to accent the crisp piqué collar. The dress is from Altman; \$40

SELECTED BECAUSE—This coat has the new ripple revers collar and youthful lines that make it one of the leading coats of this spring, and its lines are so good that it will be equally smart right through the summer and into autumn. It is made of Forstmann's soft, mossy Cedarbark—a fabric so lovely that no trimming at all is needed; the back is graceful and slinky; and there is a narrow belt to make you look slimmer. It's a good coat to wear with a variety of scarfs. The coat is from Bonwit Teller; \$40





Vogue's Smart Economies

SELECTED BECAUSE—The frock with pearl buttons is of striped piqué, with white piqué collar and cuffs bound with Everfast cotton; the bow tie is detachable; sizes 7 to 14. Wanamaker's; \$3.50

SELECTED BECAUSE—The two-piece knit-dress is of fine zephyr yarn; it has a shirt-waist style, long-sleeved sweater; the skirt is knit with a pleated effect. Sizes 8 to 14. Franklin Simon; \$6

SELECTED BECAUSE—This charming dress (on larger girl) is dressmaker-made, of printed handkerchief linen; it has short sleeves with pleated inserts and a cord belt; 10 to 16 years. At De Pinna; \$10.75

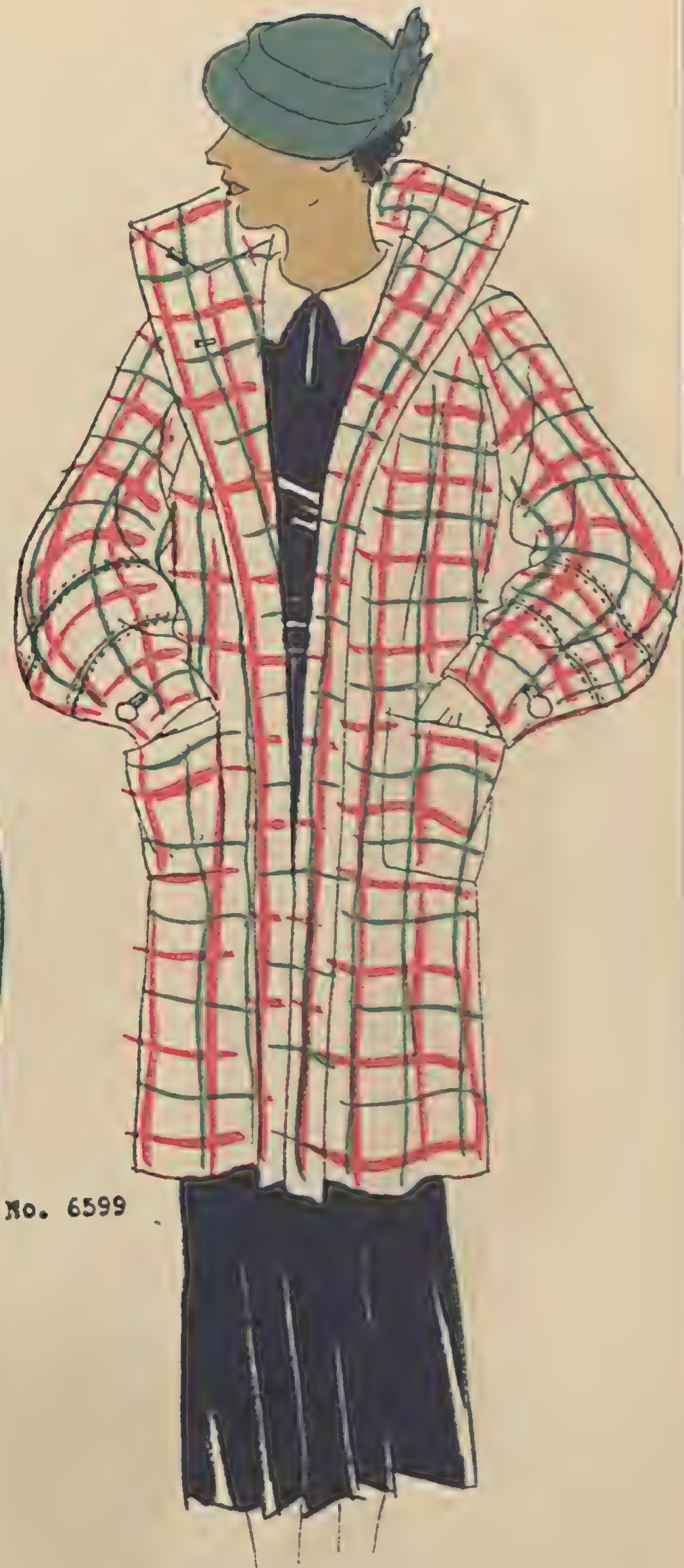
SELECTED BECAUSE—This party frock is of silk georgette crêpe and hand-finished; it has a triple ripple collar, tiny rosettes, and a silk crêpe slip. Sizes 7 to 12 years. Bonwit Teller; \$10.75

SELECTED BECAUSE—The six-button coat is a copy of a smart English model, made of tweed loomed from imported Harris tweed yarn. Sizes 7 to 14. Altman; coat, \$16.75; gob style hat, \$2

SELECTED BECAUSE—This one-piece shirt-waist wash dress has a grown-up air. Sizes 8 to 14. Du Pont's crêpe Dumello, \$7.50, or Fairfax Sanforized cotton shirt-ing, \$5.50. Both, Lord and Taylor



No. 6601



No. 6599

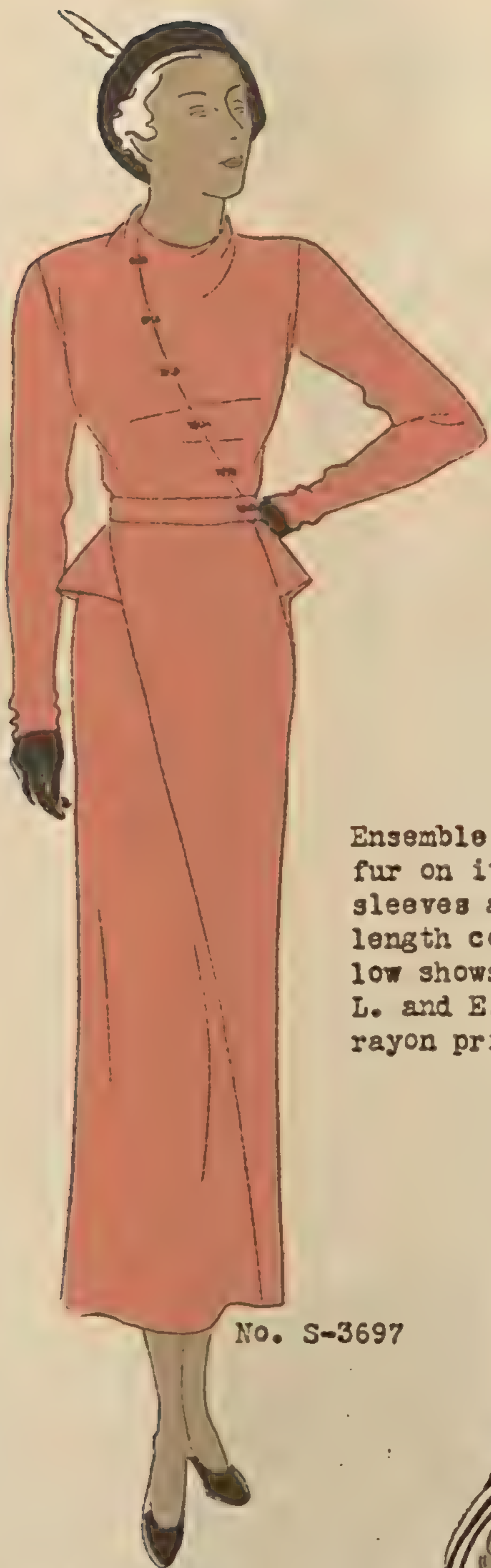
Ensemble No. 6601 - One of those adaptable outfits for wear practically any hour of the day. Note the belted jacket with its double contrasting collar and the contrasting top of the frock. It Du Pont Acele dull crepe with Cheney's printed crepe

Back views and sizes on next to the last page

Vogue Designs for practical dressmaking

Coat No. 6599 - Wear this semi-swagger coat open in front, in tuxedo fashion, or button it high about the throat. The frock is No. 6595. Viyella plaid woollen is used

Frocks for

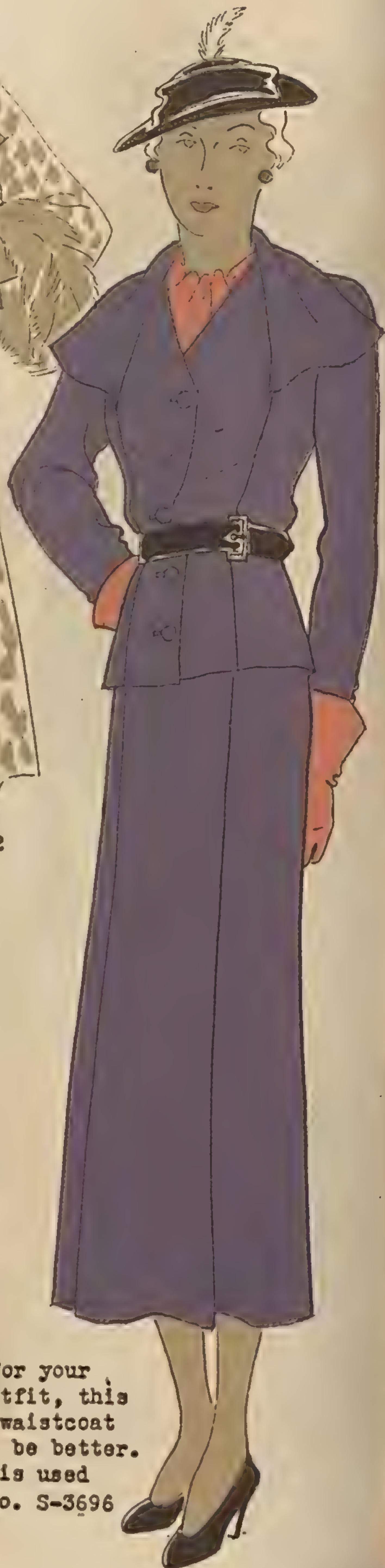


No. S-3697

Ensemble No. 6602 - puts fur on its three-quarters sleeves and has the new-length coat. The sketch below shows the neck detail. L. and E. Stirn's Du Pont rayon print is the fabric



No. 6602



Frock No. S-3697 - has a very brief, but very smart peplum, as well as clip fastenings down the front. Of crepe-back Skinner satin



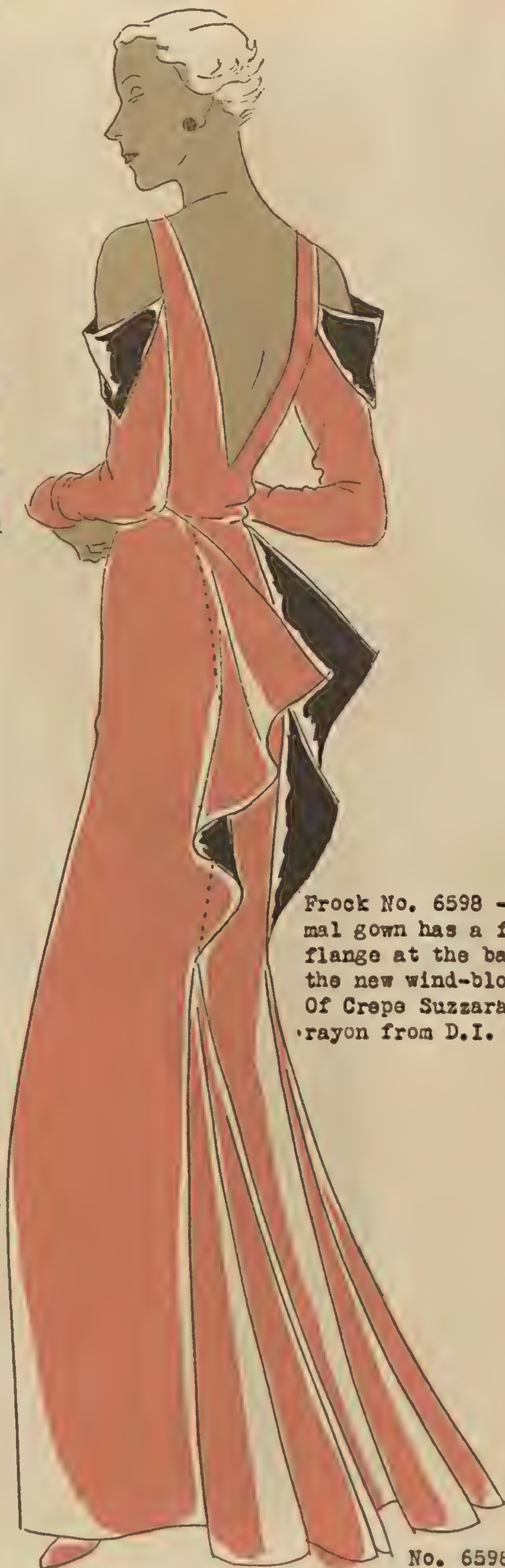
Suit S-3696 - For your first spring outfit, this suit, with its waistcoat jacket, couldn't be better. Celanese crepe is used

No. S-3696

every hour



S-3694



No. 6598



No. 6603

Frock No. 6598 - This formal gown has a full-sail flange at the back, giving the new wind-blown effect. Of Crepe Suzzara, a Du Pont rayon from D.I. and C.H. Stern

Frock No. 6603 - has open-top sleeves and a perennially smart lingerie touch of crisp white at the neck-line. It's an "Easy-to-Make" frock. A printed rough crepe from Wager and Hirsch is used

Back views and sizes on next to the last page

Frock No. S-3694 - features a star of the evening - the tunic blouse with an adjustable back. It is made of Brueck and Richards' French taffeta

Prints to the Fore



No. 6595

No. 6596

Frock No. 6595 - is the essence of smart simplicity, with its prim schoolgirl collar and just-above-the-elbow sleeves. Of Dunaari Powder Puff muslin

Frock No. 6596 - The three-quarters length sleeves and square neck-line are the new fashion points of this frock. It is made of Ameritex-Sudanette printed handkerchief linen



No. 6604

Frock No. 6604 - Take off the contrasting jumper blouse with its convenient slide fastener, and there you are - ready for active sports, in the sleeveless suspender-backed frock sketched above. Everfast's peasant linen and wide-wale piqué are the fabrics used

Back views and sizes on next to the last page

Smooth as silk all the way through



THIS IS THE FIVE PASSENGER SEDAN . . . 139-INCH WHEELBASE. THE TWELVE, 175 HORSEPOWER; THE EIGHT, 140 HORSEPOWER

There's a silky smoothness about Pierce-Arrow's new designs. It begins somewhere around the lovely curve of the distinctive front-fender, and really never ends. To ride in one is to experience a new and thrilling sensation of complete ease and assurance. To drive one is to feel fingertip control of a world-champion engine, with its power ever ready to be smoothly leashed by the touch of your toe on the full-power brakes. Please drive one of the many new models and see for yourself . . . you will get the idea quickly enough.

PIERCE ARROW



Shop-hound

Tips on the shop market

- Shop-hound can not undertake shopping commissions, but will give information. Write to Vogue, 420 Lexington Avenue, New York.



WHEN I got through Shop-hounding for babies—just babies—I was very tired—I was very merry. The Blessed Event can take you into the most delightful shops in New York. I pulled up first at Best's, where they told me that, though the stork may bring your baby a single, fashion says his sweaters must be twins. So Best, in their wily way, got busy and had sophisticated twin sweaters done in infantile sizes. The first connecting link between the baby of to-day and the football hero of to-morrow. The infant just above is wearing twins, each priced about \$1.95.

Best, in the Lilliputian Bazaar, does a wonderful job—it is so thorough, so efficient. It always sends me on my way determined to do or die. This shop is manned by experienced women who can teach you more baby technique in ten minutes than you will get out of months of intensive research. For example, the modern baby doctors say that a baby must sleep on his stomach. He also should sleep in a sweater—a sweater buttoning down the front would be worse than a hair-shirt, so Best makes a sweater buttoning down the back. A neat trick—and the kicks and squalls and ugly faces it has saved! The price is about \$2.25.

- Up at the top of the page is a sketch of the Queen from England—the “Queen” being the only name the coach makers could think of that would befit this

de luxe perambulator. It has every known gadget—it shines with chromium plate, it has an extension “to grow on”; in short, it has Everything. The price of all this luxury is about \$225, and the person showing it to me said to tell you it is a grand coach to “hand down.” You’ll find this very handsome baby carriage at Altman’s.

- At L. Brogan’s (on Madison Avenue at Forty-Ninth Street), I just went off the deep end and found myself all atangle in pastel crêpe de Chine, hand-made satin roses, voluptuous ribbon bows, and yards and yards of real lace. I asked about christening robes, and the one I sketched (just below) is a thing of hand-spun lawn, frothing at the hem-line with Valenciennes lace and ending at the neck-line with embroidered flowers—so infinitesimal they must be the handiwork of a fairy godmother. What a swell robe in

which to make one’s initial bow! It costs about \$125. This shop has other christening robes—beautifully and lovingly done, for less than \$30.

To be sure that the baby keeps quiet and doesn’t squirm right out of Godmother’s arms and go plop into the baptismal font, Brogan’s make the delectable pillow (in the same sketch) of satin, lace ruffles, and long, swinging

bows. It’s most becoming to Godmother, be she college chum or Mama. This you may have for about \$22.50.

- In Franklin Simon’s Baby Shop, I found just what I was looking for—an impressive present costing not more than \$10—to celebrate the continuation of an old American line and custom—a carriage robe and a pillow demurely done in pastel taffeta with frills that were scalloped and smocked.

- Mother, of course, loves the light fleecy warmth and softness of her Shetland robe. It was the knock-out number of

her trousseau—from the standpoint of becomingness and comfort. So, when Baby had dated up the stork, Mother went right over to Saks-Fifth Avenue for a conference and found that this shop knew all about Shetlands and had made them up in Little Stranger sizes—tailored with the perfection of Bond Street and edged and bowed with crêpe de Chine. The price is about \$9.

- Ladies—that illustration below shows you what a Moses Basket looks like—when done by Best, instead of Pharaoh’s lovely daughter. Best takes a big wicker basket and lets you have your way with it. If you want to express your maternal instincts in *frou*—well, the lush frills and blush ribbons will delight you. But if you are the tailored type and have told the stork to deliver a little sports model, this spring, then your Moses Basket can be done accordingly. (They’ll do it in tweed, if you say so.) Dressed up in toile or tweed, a Moses Basket is a grand thing. It may be lifted from the wicker stand, and nurse can pass the baby around to admiring friends and doting relatives without his being disturbed. (The price, of course, depends on how you dress it up.)

- Babies who in fidgety discomfort used to spill their (Continued on page 90)





helen rubinstein

8 east 57th street, new york

Monday

Yesterday I was watching my younger son as he came in fresh from polo practice. His skin was all aglow, just tingling with life and health and youth. As I looked at him I could not help thinking how I stimulate the glow of youth in my skin. It takes me only a second or two with my Youthifying Stimulant.

I wonder if you who are in your late twenties and beyond, realize how vital skin stimulation is to your youth and beauty. You use your cleansing and tissue creams religiously, but you are so indifferent to those wonderful life-giving skin stimulants.

Let me explain from a scientific standpoint just what skin stimulation does for you. It actually stirs the sub-cutaneous glands and tissues of your skin to new life; it quickens your circulation, flushing your skin with a fresh supply of blood, literally flooding your face with youth! Stimulation makes your tissue cream and muscle tightener just doubly effective—it is the spark which vitalizes your whole beauty treatment!

The next time you feel fagged and your face has that dull, hopeless, all-pulled-down-look, do this: After cleansing with your Water Lily Cleansing Cream, the youthifying cleanser, moisten a piece of cotton with Youthifying Stimulant and press it lightly over your face and throat. Feel the tingling warmth enlivening your skin—see the youthful glow of health suffusing it. Now apply your Muscle Tightener (*Georgine Lactee*) and your Youthifying Tissue Cream and finish with the Anti-Wrinkle Lotion (*Extrait*) or Skin Toning Lotion Special. Then marvel at the result! . . . Your skin has that gorgeously alive look; your face, yes, your whole being is vibrant with fresh beauty and youth! . . . Prove it yourself!

Cordially,

Helena Rubinstein

P.S.—Do come to the Salon for at least one treatment with the Hormone Twin Youthifiers or for complimentary advice on your home beauty care and make-up.

SALON TREATMENTS Adapted for Home Use

Youthifying Herbal Masque

Rich essences of twenty-three different youthifying, beautifying herbs make this Masque a little beauty miracle! You will marvel at the ease and speed with which it puts vibrant new life and elasticity into dull, drab, relaxed skin. You will rejoice to see lines and wrinkles smoothed out of existence and tired, falling contours of face and throat tautened to the outlines of youth. A perfect and much needed beauty aid for every type of skin. Make it a twice-weekly habit. Rely on it to make you look your radiant loveliest on short notice! 2.00, 5.00—ten and twenty-five treatments.

The Hormone Twin Youthifiers

Two remarkable biological preparations which embody precious living hormones—natural elements necessary to rebuild worn-out skin cells and speed the youth-renewing process of nature! An awakening Day Cream, a rebuilding Night Cream which act in marvelous harmony to overcome dry skin, lines, wrinkles, crows'-feet and replace the dull, worn look of age with the vital freshness and beauty of youth! Indispensable to dry or fatigued skins. Set, 10.00. Special Strength, 15.00.

Beauty Necessities

Water Lily Cleansing Cream—youthifies as it cleanses. 2.50, 4.00.

Youthifying Stimulant—awakens tissues, brings new life to your skin. 2.00.

Eau Verte—more intensified stimulant, for very fatigued skin. 3.00, 5.00.

Muscle Tightener (*Georgine Lactee*)—Resculptures double chin. Braces relaxed contours. Corrects puffiness under eyes. 1.50, 3.00.

Youthifying Tissue Cream—prevents, corrects dry skin, lines, wrinkles, crows'-feet. 2.00, 3.50.

Anti-Wrinkle Lotion (*Extrait*)—wonderfully effective for tired eyes and dry, sensitive skin. 1.25, 2.50.

Beauty's Accents

Helena Rubinstein's Powders are so fine, so life-like in texture and coloring, they become part of you! Newest Parisian shades; special textures for Normal and Oily or Dry Skins. 1.00, 1.50, 3.00, 5.50. . . . Her Rouges are the very bloom of youth! And they spread as smoothly as a blush! 1.00, 2.00, 5.00. . . . A Lipstick by Helena Rubinstein adds exciting interest to your whole ensemble. Their colors are youthful, their ingredients beneficial. Indelibility plus nourishing ingredients is their "secret"! 1.00, 2.00, 3.50. . . . Add glamour to your maquillage with Iridescent Eye-shadow, to match your eyes (1.00) and the new Persian Mascara; it leaves the lashes so silky and protects their growth. Smudge-proof, tear-proof, laughter-proof. Will not smart the most sensitive eyes. New exotic shades! 1.00, 1.50.

Helena Rubinstein's Beauty Preparations available at all smart stores and at the Salons. Prices subject to change without notice—slightly higher in Canada.





YOUR FOOT SIZE *has a number*



duchess is extra long for tall women, never binding at the knee or ankle.

modite is exactly right in width and length (30 to 31 inches) for the average type.

All three wear size 9½. Three women, small, medium and tall, often take the same foot size stocking. But they should have different leg sizes, both in width and length. Do not misunderstand. belle-shormeer does not offer one stocking that stretches to fit all legs. belle-shormeer stockings come in all leg sizes, as well as foot sizes from 8 to 11.

At these GOOD STORES...

ABERDEEN, S. D. Olwin-Angell Co.
AKRON, O. The A. Polak Co.
ALBANY, ORE. Buster Brown Shoe Store
ALBERT LEA, MINN. Geo. E. Brett Co.
ALGONA, IA. Christensen Bros. Co.
ALPENA, MICH. Musial Mathison Co.
ANADARKO, OKLA. Younghelm Co. Co.
ANAHAIM, CAL. Scheumacker & Renner
ANN ARBOR, MICH. Jacobson's
ANTIOCH, ILL. W. R. Williams
APPLETON, WIS. The Pettibone-Peabody Co.
ARKANSAS CITY, KAN. Barnard's
ASHEVILLE, N. C. Denton & Co.
ASHLAND CITY, TENN. W. C. Bouldin
ATLANTA, GA. Ramsay Bros. Dry Goods Co.
ATHENS, OHIO. McHenry & Sissler
ATLANTA, GA. Davidson Paxson Co.
AURORA, ILL. Wade Liets & Grometer
AUSTIN, MINN. West Dry Goods Co.
AUSTIN, TEX. Bohn Bros.
BALTIMORE, MD. Hochschild-Kohn & Co.
BATAVIA, ILL. J. Morris & Company
BAY CITY, MICH. L. E. Oppenheim & Co. Inc.
BELLEVILLE, ILL. Fuchs-Fischer Co.
BELLEVUE, OHIO. The A. Ruffing Co.
BELLINGHAM, WASH. J. B. Wahl
BELOIT, WIS. McNeany Dry Goods Co.

BERKELEY, CAL. J. F. Hink & Son
BIRMINGHAM, ALA. Loveman, Joseph & Loeb
BISMARCK, N. D. A. W. Lucas Co.
BLOOMINGTON, ILL. C. W. Klemm, Inc.
BLOOMINGTON, IND. The Wicks Co.
BOONE, IA. The Riekenberg Co.
BOSTON, MASS. E. T. Slattery Co.
BRADDOCK, PA. Kats & Goldsmith
BROOKING, NEB. Black's
BROOKINGS, S. D. Fred Cole
BROOKLINE, MASS. E. T. Slattery Co.
BUFFALO, N. Y. Flint & Kent
CADILLAC, MICH. Knapp & Co.
CANONSBURG, PA. H. T. Welty
CASPER, WYO. Fuchs Co.
CEDAR RAPIDS, IA. The Killian Co.
CHARLESTON, ILL. J. W. Alexander
CHARLESTON, W. VA. People's Store, Inc.
CHARLOTTEVILLE, VA. Hawkins Bros. & Co.
CHEYENNE, WYO. S. H. Caminsky Co.
CHICO, CAL. M. Oser & Co.
CINCINNATI, OHIO. Wuest's
CLARKSBURG, W. VA. The Parsons-Souders Co.
CLARKSVILLE, TENN. McNeal & Edwards, Inc.
CLEVELAND, OHIO. The Halle Brothers Company
CLYDE, IA. John D. Van Allen & Son
COLDWATER, MICH. J. B. Branch & Co.

COLORADO SPRINGS, COLO. Giddings, Inc.
COLUMBIA, MO. Fredendall Dept. Store
COLUMBIA, TENN. R. E. Kaufman
COLUMBUS, OHIO. The Morehouse-Martens Co.
CORVALLIS, ORE. Miller Mera Co.
COVINGTON, KY. Luhn & Stevie Co. Inc.
COVINGTON, TENN. Marshall McQuiston D. G. Co.
DANVILLE, ILL. Straus & Louis Co.
DANVILLE, VA. L. Herman
DAVENPORT, IA. H. E. Scharff
DAYTON, OHIO. The Rike-Kumler Co.
DENVER, COLO. Denver Dry Goods Co.
DETROIT, MICH. J. L. Hudson Co.
DETROIT LAKES, MINN. Blanding's Inc.
DUBUQUE, IA. J. F. Stampfer Co.
DYERSBURG, TENN. G. A. Schlesinger
EAST LIBERTY, PA. A. J. Mansmann Company
ELGIN, ILL. Joseph Spies Co.
ELIZABETHTOWN, KY. Joplin & Lana Co.
EL RENO, OKLA. Kelso's Dept. Store
EMPORIA, KAN. James A. Poole Dry Goods Co.
ERIE, PA. Erie Dry Goods Co.
HATHERVILLE, IA. L. M. Christensen Co.
EUGENE, ORE. Beard's Inc.
EVANSTON, ILL. Lord's Inc.
EVERETT, WASH. Rumbaugh's
FARGO, N. D. O. J. de Lendrecie Co.
FARIBAUT, MINN. Ochs Bros. Inc.
FERGUS FALLS, MINN. Norby Dept. Store Inc.
FORT DU LAC, WIS. Hill Bros.
FORT MADISON, IA. C. F. Tingwald Co.
FORT WAYNE, IND. Wolf & Dessauer

FORT WORTH, TEX. Schermerhorn Co.
GREAT FALLS, MONT. Strain Bros.
GREEN BAY, WIS. H. C. Prause Co.
GULFPORT, MISS. Geo. E. Northrop Co.
HAMILTON, OHIO. Robinson-Schwenn Store
HAMMOND, IND. Edward C. Minas Co.
HIGHLAND PARK, ILL. J. B. Garnett Co.
HILLSDALE, MICH. George E. Walworth
HOOPESTON, ILL. Worthen Dry Goods Co.
HUNTINGTON, W. VA. Anderson-Newcomb Co.
HUTCHINSON, KAN. The Pegues Wright D. G. Co.
INDIANAPOLIS, IND. H. P. Wasson & Jacobson's
JACKSON, MICH. Sol Tuchfeld's Sons
JACKSON, TENN. Geo. A. Ducker Co.
JOLIET, ILL. Newman's Merc. Co.
JOPLIN, MO. Newman's Hall's Sons
KNOXVILLE, TENN. J. S. Hall's Inc.
KOKOMO, IND. Wolf's Apparel Shop Inc.
LA GRANGE, ILL. McAllister-Schoen Co.
LAKE FOREST, ILL. The Garnett Co.
LAKEVIEW, FLA. Tillman's Inc.
LA SALLE, ILL. T. M. Lucey Bros.
LATHROP, PA. Fred Lowenstein Dept. Store
LAWRENCE, KAN. Weaver's Dept. Store
LEAD, S. D. A. B. Sutherland Co.
LEBANON, KY. John B. Carlike & Co.
LINCOLN, NEBR. Orkin Brothers
LOMA, OHIO. Smith & Gerhart
LOS ANGELES, CAL. J. R. Miller Co.
LYNNHURST, VA. Bulllocks
MADISON, WIS. Harry S. Manchester etc.



YOUR LEG SIZE *has a* NAME



Don't buy stockings just to fit your foot. It's even more important to fit your leg!

AFTER all, you're more interested in flattering your leg than you are in flattering your foot. belle-sharmeer stockings do both . . . to perfection! • You see, belle-sharmeer stockings come in four personal proportions for every type of woman . . . small, tall, medium or plump . . . and for every shape of leg . . . short, average, long or large. • One of these proportions was "made-to-measure" for you . . . in width and length as well as foot size. If you tried it on before you bought it, it could not fit you better. • Just think what belle-sharmeer "custom fit" means in comfort . . . service . . . beauty! No more slipping heels or wrinkled ankles or twisted seams. No more knees that bag or bind. No more strained-up or doubled-over tops. And the Waynew Foot . . . a belle-sharmeer stocking innovation . . . means lovelier lines and longer wear • belle-sharmeer stockings, in all shades and weights, are sold at one fine store in each community.

May we send you FREE an illustrated booklet on belle-sharmeer stockings? Address belle-sharmeer division of the Wayne Knitting Mills, Dept. A, Fort Wayne, Indiana. Member NRA.

belle-sharmeer

STOCKINGS

designed for the individual

WINTHROP, WIS. Henderson-Hoyt
 WINDYBROOK, OHIO. H. L. Reed Co.
 WINNETTE, OHIO. Lauerman Bros. Co.
 WINDYBROOK, WIS. E. M. Wright
 WINDYBROOK, MO. Herman's
 WINDYBROOK, IA. Chandler-Singleton Co.
 WINDYBROOK, TENN. C. L. DeGroff & Company
 WINDYBROOK, TENN. The John Gerber Co.
 WINDYBROOK, MISS. Winner-Klein & Co.
 WINDYBROOK, FLA. Burdine's
 WINDYBROOK, TEX. Wilson Dry Goods Co.
 WINDYBROOK, KY. Verran's
 WINDYBROOK, OHIO. The John Ross Store
 WINDYBROOK, WIS. Ed Schuster & Co., Inc.
 WINDYBROOK, MINN. The Dayton Co.
 WINDYBROOK, D. C. Ellison's, Inc.
 WINDYBROOK, ALA. Mimsola Mero Co.
 WINDYBROOK, ILL. Reiss Brothers
 WINDYBROOK, IND. H. E. Scharrf
 WINDYBROOK, MICH. Henry H. Baum
 WINDYBROOK, TENN. W. A. McNaughton Co.
 WINDYBROOK, N. J. W. M. D. Hardy & Co.
 WINDYBROOK, N. Y. Loveman, Berger & Tellebaum
 WINDYBROOK, N. Y. L. Bamberger & Co.
 WINDYBROOK, N. Y. The Edw. Masley Co.
 WINDYBROOK, N. Y. Schmitz Dry Goods Co.
 WINDYBROOK, N. Y. James McCreary & Co., Inc.
 WINDYBROOK, N. Y. J. A. Ochs & Sons
 WINDYBROOK, N. Y. Ames & Brownley, Inc.
 WINDYBROOK, N. Y. O'Connor Dept. Store
 WINDYBROOK, N. Y. The H. C. Capwell Co.
 WINDYBROOK, N. Y. Millady's Hosiery Shop

OKLAHOMA CITY, OKLA. McEwen-Halliburton Co.
 OKMULGEE, OKLA. Stewart-Lucky Co.
 OMAHA, NEB. Thomas Kilpatrick & Co.
 OSHEOSH, WIS. Henderson Hoyt Co.
 OWATONNA, MINN. The Kelly Co.
 OWENSBORO, KY. S. W. Anderson Co.
 PARKERSBURG, W. VA. Dils Bros. Co.
 PENSACOLA, FLA. Pace Rosenblum Co.
 PEORIA, ILL. P. A. Berger Co.
 PETERSBURG, VA. Rucker-Rosenstock, Inc.
 PIERRE, S. D. A. E. Lucas Co.
 PIQUA, OHIO. J. W. Brown Store
 PITTSBURGH, PA. Joseph Horne Co.
 POMONA, CAL. C. O. Bowen & Co.
 PORTLAND, ORE. Meier & Frank Co.
 PRINCETON, ILL. Harriet A. Johnson
 RAPID CITY, S. D. Wilkins Shop
 RENO, NEV. Gray Reid & Wright
 RICHMOND, IND. The Geo. H. Knollenberg Co.
 RICHMOND, VA. Thalhimer Bros.
 ROCHESTER, MINN. E. A. Knowlton Co.
 ROCKFORD, ILL. D. J. Stewart Co.
 SACRAMENTO, CAL. Weinstein-Lubin & Co.
 SANDUSKY, OHIO. The M. R. Herb Co.
 SAN FRANCISCO, CAL. O'Connor Moffatt & Co.
 SAN JOSE, CAL. M. Blum & Co.
 SARANAC LAKE, N. Y. E. J. Kennedy
 SANTA ANA, CAL. Rankin Dry Goods Co.
 SAULT STE MARIE, MICH. M. Yalomstein
 SAVANNAH, GA. Leopold Adler
 SHERIDAN, WYO. Stevens Fryberger Co., Inc.
 SIOUX FALLS, S. D. Fannie Bros. Inc.

SOUTH HAVEN, MICH. M. Hale & Co.
 SPRINGFIELD, ILL. The John Bressmer Co.
 SPRINGFIELD, KY. Robertson's, Inc.
 SPRINGFIELD, MASS. Albert Steiger Company
 SPRINGFIELD, MO. The Heer Stores Co.
 SPRINGFIELD, OHIO. Edward Wren Store
 TACOMA, WASH. Fisher Co.
 TAMPA, FLA. Mass Bros.
 TAYLORVILLE, ILL. Theo. Durr
 TOLLEDO, OHIO. LaSalle & Koch
 TRAVERSE CITY, MICH. J. W. Milliken, Inc.
 UPPER SANDUSKY, OHIO. Arts Bros.
 VENTURA, CAL. The White House
 VINNENES, IND. The Gimbel-Bond Co.

WARREN, OHIO. The Warner Co.
 WALLA WALLA, WASH. Gardner & Co., Inc.
 WASHINGTON, D. C. Linsburgh & Bros.
 WATERLOO, IA. James Black Dry Goods Co.
 WATERTOWN, N. Y. Frank A. Linsburgh & Co., Inc.
 WAUKESHA, WIS. McCarty's Dept. Store
 WAUSAU, WIS. Winkelman's Dept. Store
 WATGROSS, GA. Churchwell
 WELLESLEY, MASS. E. T. Snattery Co.
 WILMAR, MINN. P. C. Peterson & Sons
 WILMETTE, ILL. J. E. Worthen Co.
 WILMINGTON, CAL. H. J. Bush
 WOODSTOCK, OHIO. Wm. Annat Co., Inc.
 WYANDOTTE, MICH. A. Loeffler & Co.

TIPS ON THE SHOP MARKET

(CONTINUED FROM PAGE 86)



spinach and oftentimes themselves from high chairs while pursuing the wily vitamin can now sit securely in their own-sized chair that hitches to its diminutive table. (You can see both above.) Mothers' testimonials from right and from left pour into Childhood, Inc., who thought up this bright idea. Nurse can watch in comfort, knowing that the squirmiest baby can not tumble. What's more, even an *enfant terrible* (disguised by curls and winning ways) unconsciously acquires table manners and conquers this hurdle at an early age. About \$18.

• "Bye-baby-bye" says this little number (the one in the sketch in the middle of the page) to your little number, and it seems to do the trick. At least, Miss Brogan tells me that this after-the-bath sleeping-robe of pastel batiste just walks out of her shop. The colour seems to have a soporific effect. Try one on your restless offspring. Personally, I think these robes are so becoming that baby goes to sleep from sheer contentment. It costs less than \$7.

AND NOW FOR GROWN-UPS

• There is nothing to equal an attack of love, liquor, or loneliness for casting the fair into a slough of despond. All I ask is—don't be making a national tragedy of it. The tried-and-true antidote—especially now that spring is sneaking in—is a new dress, and better yet a new print one, that fairly smells of flowers and freshness. Jonas, East Fifty-Sixth Street, harbours one with a black ground sprinkled with tiny flowers. Its sleeves are short—shirred on the top and across the back of the neck and, best of all, it has a flounce—a good-sized one shirred on at about your knees; around \$65. Take my word for it, dresses such as these—and there are many here—are bound to take you right out of your velvet-lined ruts of misery. And the prices are scheduled to make you forget them.

• The Tailored Woman is not just a name to deceive the public. It is the badge of purpose—worn by that up-and-coming little shop on Fifth Avenue (just before the traffic stops you at Fifty-Seventh Street). I heard that this smart shop had a big news story to pour into my willing ear. They did. They are making a spring tailored suit—right on your back—with as many fittings as are required to make the old chassis look like a 1934 model, with all the new improvements. And the price—F. O. B. Tailored Woman, New York—is not a

penny over \$80. What with the increased cost of woollens, and the shortened hours of labour, this is something pretty special.

When Monsieur Denton, who directs the destinies of the Tailored Woman, trotted out six different models, each illustrating the spring suit silhouette in its different versions, and showed me four hundred different British suitings and all of the Biltmore tweeds for my selection—I just went off the deep end and ordered enough suits to outfit the Marines. For, if there is anything in the world of fabrics I go ga-ga about, it is the colourings of those Biltmore tweeds and homespun. They are positively luscious. Down in the Carolina Mountains, they have caught the old-world trick of vegetable dyes—and, for town, travel, or country wear, I commend—I recommend—these Tailored Woman custom-built suits.

• A tweed suit and a Stetson hat—classics both—travel eye to eye through the decades. The Stetson people, not content to ride on and on, on a swell reputation, are contributing to the Great God Glamour new hats of devastating rightness. From their new flock, my favourite is a variation of the plain style. It has a derby dip over one eye and is dressed up by a couple of tucks in the crown (about \$6.50). You'd look very Garbo-ish striding along in this. In another, they turn up the back and let the widish brim take on a rakish angle with wide grosgrain ribbon pulled through slits in the crown (about \$8.50). Both hats can be found at Wanamakers. And, since all the fashion-right people believe in tweeds for spring, they must add to their credo "We believe in Stetson Hats!"

• The Design Engineers have, as their contribution towards the new and pithy, added a shining addition to their already superior Braquette. This is the picture-frame that more than enhances any wayward relative who needs must be framed for occasions—then to be banished and the best beau reinstated. Be the size of the picture flamboyant or petite, it can be adjusted to fit. The new one boasts a lamp attachment over the top that casts its beam in a subtle—to say nothing of becoming—glow. To be found at any Eastman Kodak Shop. Priced at about \$7.50.

• One day, not so long ago, a lovely lady thought she had made a discovery that was going to make her life—love and otherwise. She thought she had discovered Lenore Kroll—that hat genius tucked away in the Squibb Building. (I found her long ago and have stopped many times to admire her head-craft.) This lovely lady had been an expatriate, living in Paris until the dollar sign looked like nothing at all. She was *distracte*. She had acquired the delightful habit, after a champagne cocktail at the Ritz Bar, of dropping in on Rose Descat and saying—"A (Continued on page 93)



"AVENUE"

... a classic tailleur, in the
Stein & Blaine tradition

Stein & Blaine
INC.

13-15 West 57th Street, New York

Working on a mouse's tail

A SCIENTIST LEARNED HOW TO MAKE A WOMAN'S SKIN GROW YOUNG

The amazing story of Vita-Ray Vitamin Cream, the only beauty treatment admitted to the Basic Science Division of the Hall of Science at A Century of Progress

MOST women would scream at the sight of a mouse, yet this little rodent has enabled science to prove that Vitamin D can be fed *through the skin* to the sub-cutaneous cells.

No story of the accomplishments of the "Microbe Hunters" is more thrilling than the history of Vita-Ray, the new beauty treatment which makes a woman's skin grow young.

It is an amazing story few women would believe were it not for the fact that laboratory tests* have demonstrated beyond all shadow of doubt that Vitamin D applied to the skin does penetrate and function in the body.

Harnessing the Sunshine Vitamin

The vital element in Vita-Ray is no mysterious ingredient of alchemy, no dangerous reptilian hormone, but Vitamin D, the sunshine vitamin without which all living things would wither and die.

For years science has recognized the importance of Vitamin D in diet and now it finds this vitamin an important factor in skin health.

In every jar of Vita-Ray cream are 750 A.D.M.A. (Vitamin D) units, implanted there by irradiation, waiting to be released through the skin to the hungry subcutaneous cells.

At last a cosmetic that penetrates the skin!

With the discovery of Vita-Ray, science at last admits that a cream can penetrate to the cells below the surface of the skin.

Because they were unable to feed nourishment to the cells below, even the most costly creams and unguents have failed to live up to their glowing promise.

But skin penetration is no longer a scientific day dream. It is an established fact, admitted by leading men of science who have read the evidence clearly written in the case records of thousands of martyred white mice.

By applying Vita-Ray to the tails of Vitamin-D-starved white mice and restoring these animals to normal functions, the laboratory has definitely proved that Vita-Ray actually does penetrate the skin.

How to Use Vita-Ray

The Vita-Ray treatment is neither complicated nor costly. You apply it at your own dressing table just as you would apply any other cream.

To the eye Vita-Ray is just a fragrant white cream not greatly different from the creams with which every woman is familiar.

The great difference lies in the fact that Vita-Ray and Vita-Ray alone contains Vitamin D in a form that enables it to be fed directly through the skin to the sub-cutaneous cells.

First cleanse the face thoroughly using Vita-Ray cleansing cream or any other good cleansing agent. Then pat in Vita-Ray cream until it disappears.

Do this night and morning for a week. By that time the first tangible results should begin to show.

First the complexion will seem to take on a new freshness. Lines and wrinkles will begin to grow dim and vanish. Scaliness and excessive dryness will disappear. The skin will actually seem to be growing young.

How to get Vita-Ray

You will be amazed at the remarkably low price at which we have decided to market this new Vitamin D beauty treatment.

Instead of asking exorbitantly high prices which would limit this cream to only the very few, we have decided to price it within the reach of every woman in the belief that the benefits of this discovery should be made available to all.

The selling price is only \$1 for a generously large 4-ounce jar. If your favorite store has not yet secured its stock of Vita-Ray, you will be permitted until further notice to purchase it direct from our laboratory.

To do this, merely fill out the coupon below and send it in together with \$1. Your jar of Vita-Ray will be mailed to you as soon as your order is received.

■ Vita-Ray was the only beauty treatment recognized by the Basic Science Division of the Hall of Science at the great Century of Progress Exposition.

*Report of these tests will be supplied on request

● The only cosmetic admitted to the Basic Science Division of the Hall of Science at A Century of Progress



Vita-Ray

VITAMIN CREAM

MAIL THIS COUPON

THE VITA-RAY CORP.
Lowell, Massachusetts

Sirs:

I am enclosing one dollar for a jar of Vita-Ray Vitamin Cream, to be sent to the following address, postage prepaid. (If living in Canada send \$1.50)

Name _____

Street and No. _____

City _____

State _____

V-1



THE *Easy-to-use Prize*

GOES TO THESE

2 New Deodorants

SAY goodbye to old-fashioned deodorants. Perstik and Perstop give you the lasting protection YOU need, in the manner that's modern!

"I need odor prevention alone," says the woman who doesn't perspire much, "and I love the neat, lipstick way Perstik is applied. A few quick strokes under the arms each morning give me complete protection for the day. No muss or fuss . . . it's on without using the fingers. It's greaseless and harmless to fabrics—I use it before or after my dress is on. Just as easy to apply on sanitary napkins. I adore the handsome black-and-ivory case that Perstik comes in."

"And I," says the woman who perspires more freely, "find that Perstop is the simplest way to stop moisture. I just touch the sponge-neck Perstop bottle to my underarm . . . no separate applicator or cotton needed. It dries quicker, gives protection for days, and keeps my dresses free from perspiration stains."

Perstik and Perstop have won the Good Housekeeping Seal of Approval for safety and effectiveness. Beauty advisers to 10 million women recommend them. And in all parts of the world—Paris and London, New York and Hollywood—fastidious women acclaim them as the **EASIEST TO USE**.

NEW WAY TO
PREVENT BODY ODOR



Perstik

Economical—50¢ each
and lasts for months.
At your druggist or
department store.

Feminine Products, Inc.
469 Fifth Ave., N. Y. C.



NEW WAY TO
STOP PERSPIRATION



Perstop



PAUL J. WOOLF

This is the smart little make-up corner that has just been installed in Yardley's shop, where you can try the effect of the cosmetics that you are about to purchase

ON HER DRESSING-TABLE

THERE'S nothing more satisfactory in the world than being able to try something out thoroughly before you buy it for your own. This holds true especially of cosmetics, which have a way of looking very different on our faces than they do lying dormant in their boxes. Two creators of lipsticks—Lucien Lelong and Lenthéric, to give their names to the world—have taken this bit of philosophy to heart and provided two practically fool-proof methods by which we can give the shades we think we like the real test of how they look on our lips.

The Lelong lipsticks are brand-new, to begin with, and they are called Lipstick 21—not after Jack-and-Charlie's, but in honour of the day upon which Repeal occurred, and their shades have such representative names as burgundy and claret. They are also further identified as vivid, light, and other shadings, and it is very convenient to have these printed right on the bottom of the lipstick, so that when you keep two or three shades on hand, you know which is which, without taking the top off.

Now, about the selection. The lipsticks are shown on a miniature bar, and, in the back of the bar-stand, stacked like bottles in a wine closet, are capsules that contain tiny sticks of the lipstick. You can put your choice on then and there, or take it out with you to try under different lights. The lipsticks are nice and smooth in texture, ranging from extremely indelible to mediumly so, and from moist to mat finish. The little bar is just now reaching your cosmetic counter, and we proclaim it as an inspiration.

CHOOSE YOUR SHADE

Lenthéric calls its brain-child the Lipstick Shade Selector, and it couldn't be more complete. There are the lipsticks, all lined up. You pounce upon the one you like, and the girl behind the counter rubs some of it off on a shade selector, which you then apply to your mouth with your finger-tips.

(All this is for hygienic reasons, of course, but putting on our lipstick with our own little finger is one of the best ways to do it anyway.) Presumably, you have your own lipstick on when you want to make the test; or you may want to try still another shade—what of that complication? But, it is all taken care of! There is a bottle of Lait Pour le Teint, with little tissues beside it. You whisk off the shade you have on in a second, and are ready for the next. Incidentally, the *lait* leaves your lips nice and soft. Well, have fun, and don't tell us there's no sure way of finding the right shade in lipsticks!

COLOUR CHART

Another angle of the choose-as-you-go idea is the Ybry Tone Scale. This is a leaflet with coloured pictures of beautiful faces, made up in the cosmetic shades most perfect for their particular colouring. It has been evolved after extensive experimentation as to what colourings constitute "basic types," and it seems to us a good working basis. You send for the chart first, and on it you can spot your own colouring pretty fairly on the "scale." Once having spotted it, amusing little "trials" of the cosmetics are sent to you to play with. They are, of course, powder, rouge, and lipstick, and each group appears in "delicate" and "vivid" shades, either for day and evening, or just whichever way your mind blows! As to the cosmetics themselves—many of the shades are debutantes in the Ybry line, and they are all in brand-new wine-and-ivory cases. The rouge (cake or cream form) goes on smoothly; the lipstick is pleasantly enduring; and the powder, fine as silk, has a heavenly fragrance. If you've ever used Ybry powders before, you know that scent you never get tired of. The "entoned" trio is now appearing in the shops at prices much less than you might expect.

There are few more simple, expressive words to be used than "tired." Your feet (Continued on page 93)

CADILLAC HAS DESIGNED AND BUILT

The Newest Car in the World

LA SALLE



Women of America, *you—above all others*—know how priceless is *style*. . . . For *nothing* can be *desirable* that is *anywise* out-of-date. . . . Cadillac presents *La Salle*—the *newest* car in the *world*. . . so smart, so different, so captivating that it puts *years* between *yesterday* and *today*. . . . As *final assurance* of its style and elegance and quality—remember that *all* bodies for La Salle are built by Fleetwood, the foremost custom builder in the world. . . . La Salle prices are actually almost a *thousand dollars* below those of last year. . . . The moral, of course, is obvious—*get a La Salle*.



A picture of LOVELINESS under the SUN...

Elizabeth Arden, who solves your beauty problems the year round, has made a specialty of studying the effect of the sun on various types of skin, in order to tell you exactly how to protect and enhance your loveliness under the sun. As a result, no matter what kind of sun-life you prefer to lead, Elizabeth Arden has the preparation that will make it a very happy, lovely one.

There is Ardena Sun-pruf Cream for those who do not want to burn

Don't burn, it isn't smart. What's more, it hurts. And since the advent of Miss Arden's Sun-pruf Cream last season, burning and peeling and the accompanying torture have become unnecessary evils. Under Sun-pruf Cream the most sensitive skin will not burn. And that makes this lovely preparation a positive boon to blondes. It isn't sticky or greasy and it does not show. If you want to tan a little, spread Ardena Sun-pruf Cream on lightly. If you do not want to tan at all, apply it generously...and you won't!

Ardena Sun-pruf Cream . . . \$1.25 the tube.

There is Velva Beauty Film to make you appear tanned and chic

This velvety paste that covers blemishes and gives

you a smooth, delectable color, is really a perfect, ready-made tan! It is absolutely indispensable with shorts, for it gives the legs an exquisite finish. Select the shade you want to *look* (since Velva Film prevents burn and tan, you can preserve your natural color underneath it) rub the film in well... Dust with the matching talcum. And there you are—tanned just the shade you want to be. An idea! Emerge delicately pink and white in the evening after being tawnily tan all day. Everyone will wonder...

Velva Beauty Film...four shades...Light, Dark, Evening and Sun Tan (a new ruddy brown)
\$1.25 the tube.

Velva Beauty Talcum (in matching shades)
\$1.25.

There is Sun Oil...if you want a rich tan Brunettes, whose skin, when it is made pliant and supple, can take the sun, adore Miss Arden's Sun Oil. It prevents dryness, keeps your skin soft and smooth, and helps to give you a lovely, rich, even tan. It comes in delectable kidney-shaped bottles in costume-colored waterproof cases for the beach, at \$5. Also in attractive bottles for the dressing table. \$1.75. Two shades—Honey and Cafe.

* * *

ON SALE AT ALL SMART SHOPS

ELIZABETH ARDEN

691 Fifth Avenue, New York City • LONDON PARIS BERLIN ROME TORONTO
© Elizabeth Arden, 1934

TIPS ON THE SHOP MARKET

(CONTINUED FROM PAGE 90)

little number to wear in the country, you know, with my Chanel tweed"—and then taxi-ing over to Maria Guy with a handful of swatches and saying—"Oh, this and that to go with my Mainbocher, my Louiseboulanger." You know how it is in Paris. Well, when she returned to New York—until she found Lenore Kroll, her life was just ruined. Now she is on the crest of the wave again—the hat wave. Miss Kroll certainly knows what to do about *your* hats. She doesn't work in felt and straw and satin and Lastex—she revels in them. Her hats cost from about \$22.50 to \$35.

• Recently, a group of people who employ a great many models were interviewed on the first requirements of a good one. Every one of them said—

"We start with their feet—the face, the figure are of second importance." So girls—look to your feet! In this generation, we have developed a new breed of women. The tall, straight, healthy type, whose foot size is apt to run up on the measuring-stick to seven—as the average professional models do. Proportion is the thing. Long feet may be lovely feet if properly shod. Sommers of West Fifty-Seventh Street can take a regulation nine and make it rival Cinderella—if not in size—certainly in charm. Their plain kid opera pump (only one among their many ways of being helpful) won my heart. It is plain as plain, except for the three-eyelet lacings of narrow braided leather. These made the length of my foot vanish into thin air. Price, about \$13.75.

ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 92)

get tired, your mind gets tired, your face gets tired. Well, if you're tired, in general, the best advice is to go to bed. But, if your face looks tired, quite by itself, that is a pretty serious matter. We have a rather potent solution for this (else why would we bring it up, at all?), in the Ethel Barrymore Vibrant Masque. If you are one of the disbelievers who think masques are troublesome or inconvenient, or only momentary in their effect—here is a chance to eat all those words. After you have cleansed your skin thoroughly, all you have to do is cover your face (and neck, if you want) with a film of the masque. Then, relax for twenty minutes—that isn't too much to ask, and it's a perfect way to make yourself be quiet for the important brief interval that ought to precede every big night. At the end of that time, the masque has become a transparent film over your face, almost like a second skin. All you have to do to remove it is to wash it off with cold water—and there is your skin, looking pretty fine and refreshed, even after an initial application. As you go on using the masque, it seems to have an effective way of eradicating those tiny wrinkles that only an unfriendly mirror reveals, and of giving a definite fresh look to your skin. The Ethel Barrymore Vibrant Masque can be secured in various shops throughout the country, but since nothing is more unsatisfactory than not to find what you want at the moment of wanting—if your shop hasn't it, you can order it from Lord and Taylor, in New York.

Harriet Hubbard Ayer has just been putting on a double act. First, she has been calling our attention to her Muscle Oil (a preparation, by the way, we have always considered superior for use under eyes of any age), which she has found especially helpful in working against droopy spots about the mouth and under the chin on older faces. In practically the same breath, she announces a new booklet for "Beauty under Twenty," a compendium of sound advice, so sound indeed that (unlike so many mamas wailing in the wilderness), it consists not only of warnings about what *not* to do, but what to do, and (most naturally) to buy. You can ask for the booklet at the cosmetic counters where

all the Harriet Hubbard Ayer preparations are sold, or you can send for it to the maker.

Is it that you are searching a sweet-pea perfume—that of real sweet peas drenched with the sunshine? You might well be, because it's a lovely fragrance. The same people who made the Lili Easter Lily, which smells so remarkably like those lovely lily beds you sniff in Bermuda, have produced this Sweet Pea perfume for you. If you aren't going to Bermuda (heigh-ho!), where you can buy this particular Sweet Pea scent at its source, so to speak, you can order it direct from Lord and Taylor.

Every so often, you have to have your wave set between shampoos. Yes, of course, and doesn't it take practically as long as a shampoo-and-set? It doesn't have to. If you drop in on Martin from Vienna, he has a new stunt. The stunt is really a liquid. It's sponged on and off, leaving your hair nice and clean feeling. Then, with no more ado, your hair is set with the same liquid, used as a setting lotion—it seems no heavier than water, even on close examination, and it dries with the most amazing celerity. Even with complicated curls, you aren't under the dryer half an hour. Something to remember when you want to look well in a hurry. Martin—in his convenient locale on East Forty-Sixth Street—has an especially good shade of red polish for his manicurists that seems to *endure*!

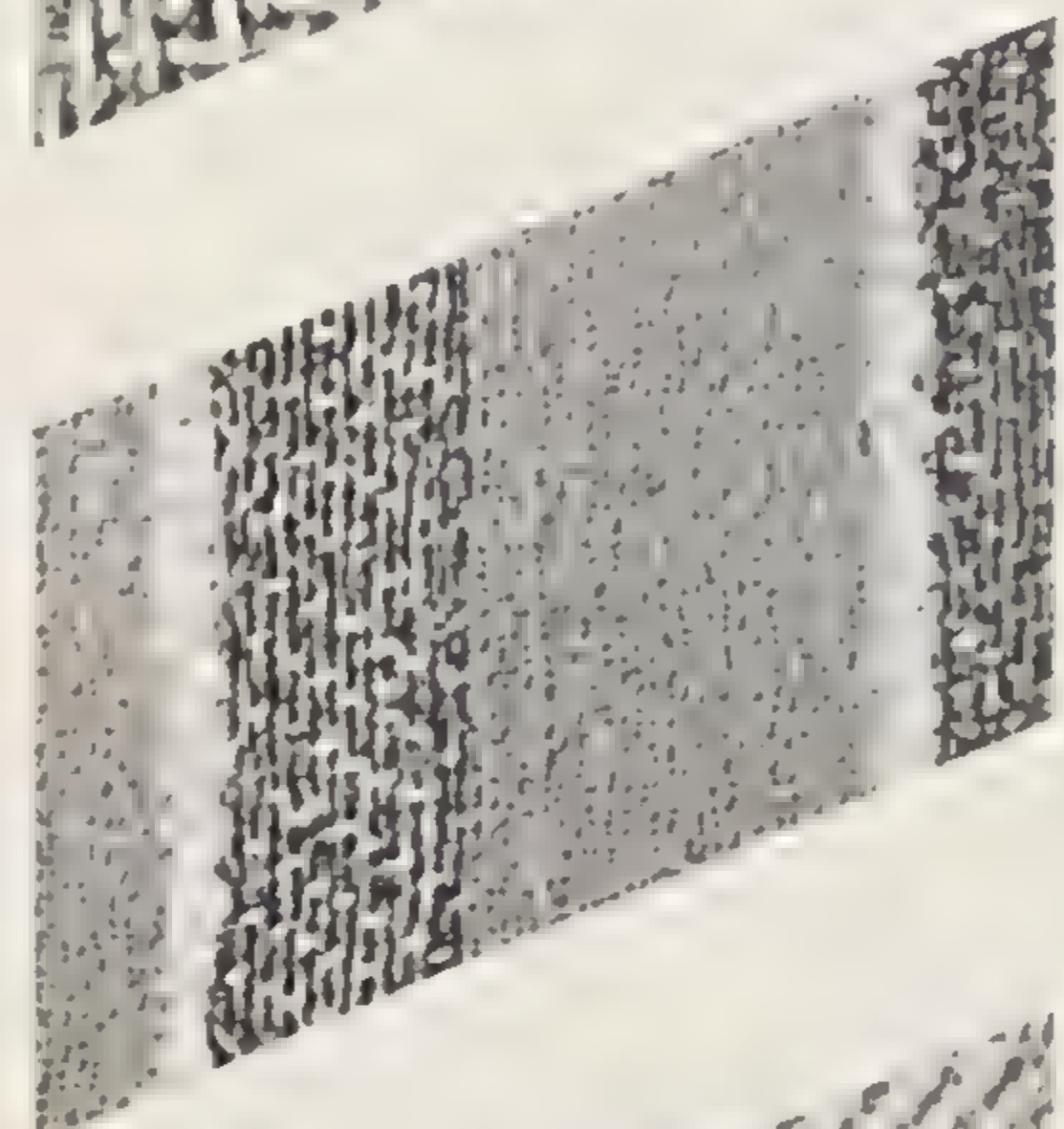
Every woman who has ever had the first concealing tint applied to greying locks has a certain sinking feeling. "Am I going to have hair that's going to be all right with my face?" Well, there are various ways of solving this satisfactorily. At Orloff's shop, on Madison Avenue, for example, the tinting is done so that the final result leaves a few glints of natural grey through the hair. You read about the "French" tonality of colouring in our Beauty Gossip (February 15 issue)? It's the same idea applied to the very practical problem of tinting grey hair, so that it looks both natural and charming. The establishment of Orloff is a nice place to go for hair work in general. Pleasant atmosphere, and capable people to do all the things necessary for your hair.

McCUTCHEON'S FOR

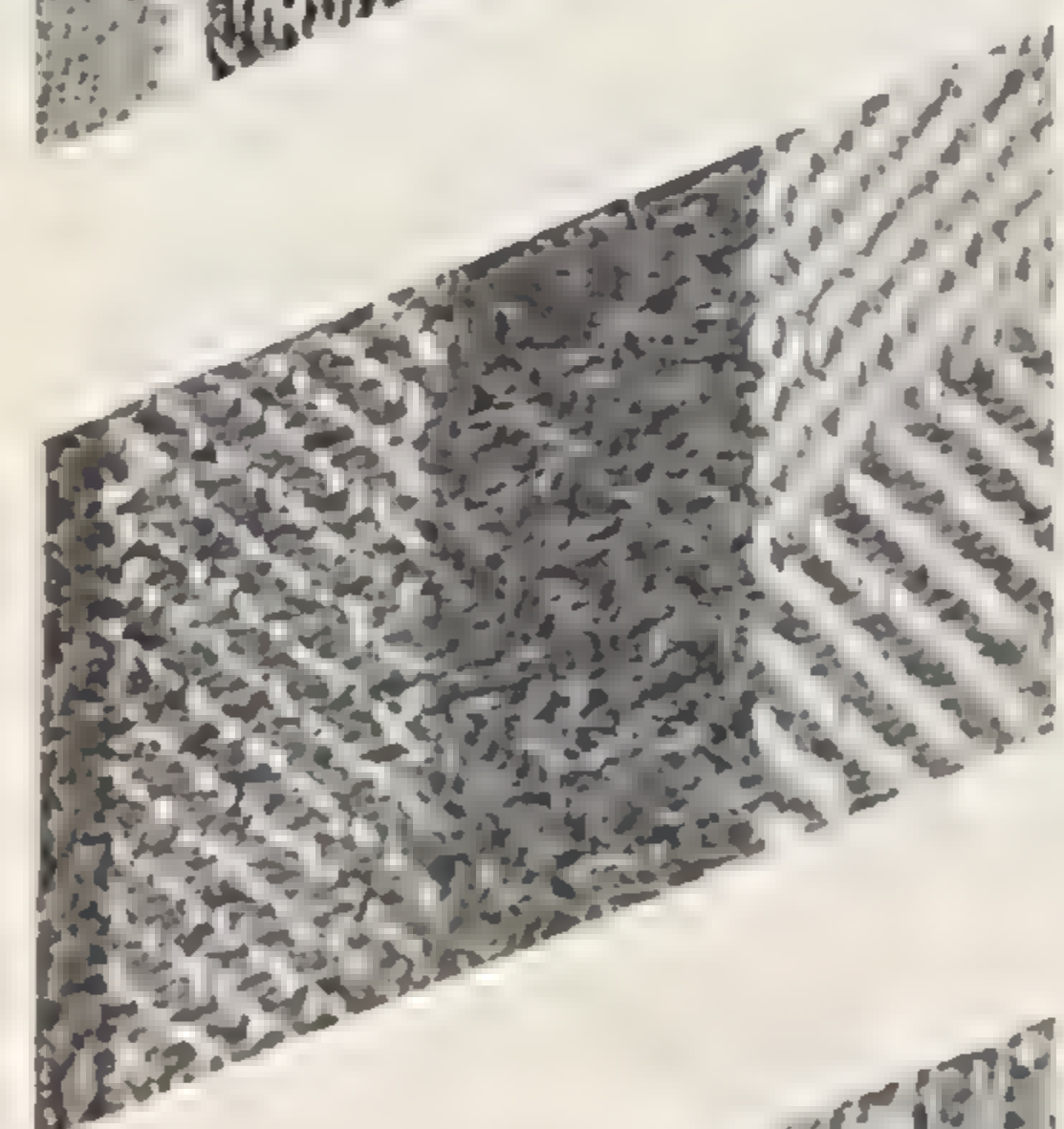
Woolen



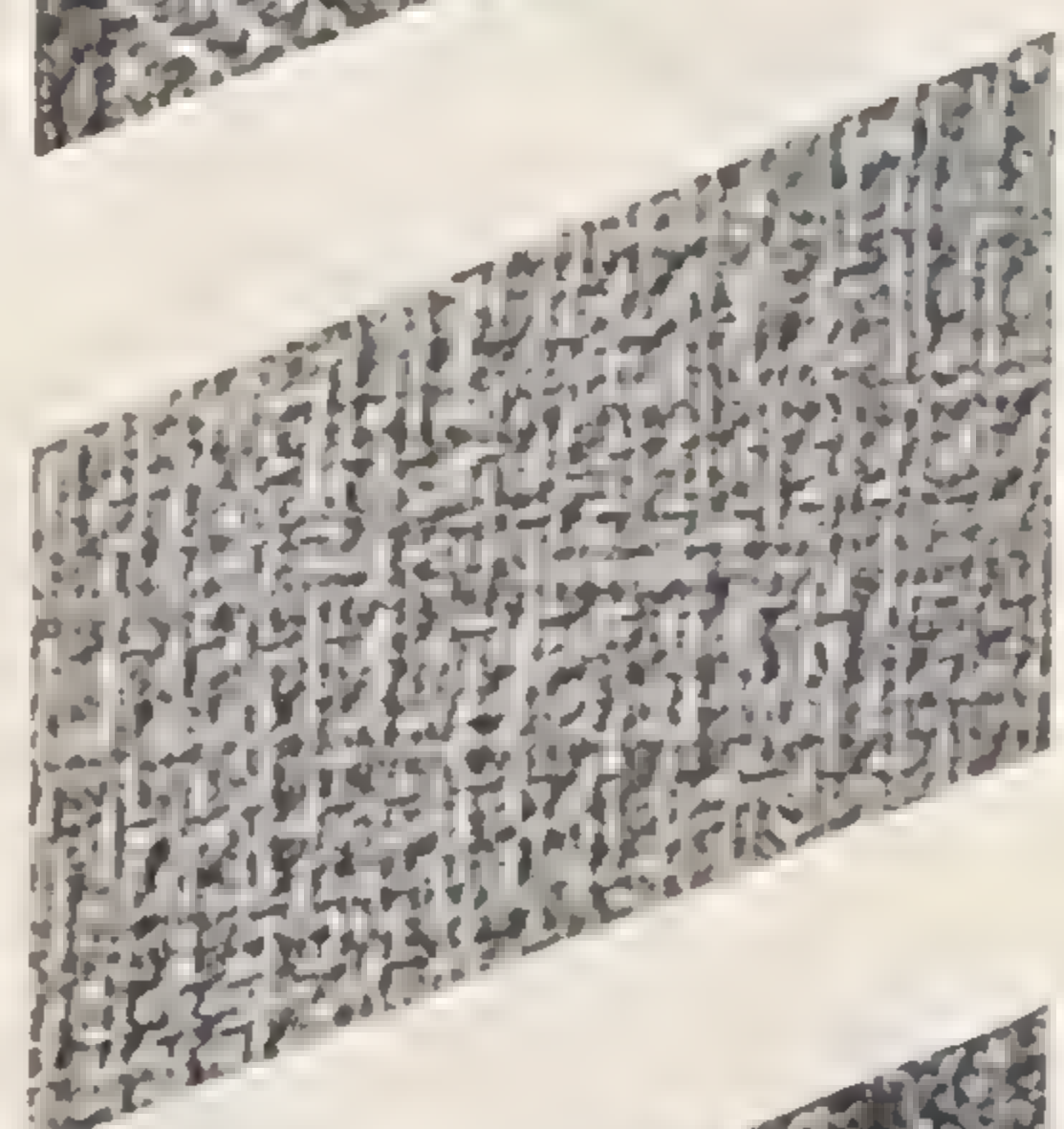
A RAIMON WOOLEN—Tremendously smart—in the very new basket weave with a frosted finish. Colors include tea rose, gold, blues, red and tan. You'll find coats and suits of this fabric in the most exclusive couturiers. 54" wide. **7.50 yd.**



IMPORTED STRIPES—In a brilliant array of color combinations. Gray and white stripes on vivid grounds—brilliant blue, orange red, light green and brown. A light weight wool for smart dresses and separate jackets. 54" wide. **6.50 yd.**



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Samples of these and other fabrics will gladly be sent on request.

THIRD FLOOR

Dress Fabrics—Vogue and Pictorial Patterns

McCUTCHEON'S

FIFTH AVENUE AT 49TH STREET NEW YORK CITY



VOGUE'S SPOT-LIGHT

(CONTINUED FROM PAGE 47)

painting). The music is aboriginal; its thudding sends dancers into trances on the floor.

The floor-show is frenzied in its speed—far faster, far more intense than in any of the white clubs. In golden circles of light, high-yaller bodies wriggle and stomp and flick around brilliant feathers. Hair is lacquered, and teeth flash, and thin dark lads leap up in the air with gasps of

delight at their own pace. But there is nothing naïve in their glee. They know only too well the charms of their darkness. Huddled in the surrounding dusk, inert from drink or lack of air, the white onlookers feel the anaemia of their own race; and the white girls glance with a sort of dull resentment at the vital contortions of their tea-coloured sisters.

MARYA MANNES.

"LONDRES-C'EST FORMIDABLE!"

(CONTINUED FROM PAGE 70)

Excitement rose, and the numbers grew to a point that none could move when the Queen, a magnificent figure with her superb jewels and graceful, gracious manner, took up her place with her hostess, Lady Ellesmere. "What is this hall?" said a Gallic visitor, after Admiral Lord Beatty and other famous figures had auctioned several thousand pounds' worth of amusingly varied objects for charity. "It's just for the Ellesmere family to get from one part of the house to the other," they said, and proceeded to show him the Titians and the Raphaels. Outside, the line of Rolls and other great cars stretched four deep for a third of a mile.

The next day at the Ritz, before luncheon, you saw what seemed to be a very good party in the raised foyer, mostly elegant young men. A new English tradition. In the old days, the young men walked in the Park (now given over entirely to smart mothers with their children and nurses) and selected their luncheon hostess for that day. Now, it is simpler to walk into the Ritz and choose one's hostess according to her party already assembled—past the hot hors-d'œuvres into a room so completely Louis XVI. that it is really exquisitely Edwardian, and therefore very much returned to fashion.

Near-by was Lady Warrender, "up in town" like so many very smart hunting-women, either because the frost has stopped the hunting (hence the English passion for weather news) or because one can't hunt every day (many women do). She explained that she had been to her jewellers, who had reassembled her tiara, a most lovely one given her by her husband and—in the manner of modern tiaras—constantly worn by her in its component parts, as it can be made quickly into several bracelets, brooches, and other ornaments.

That night, another section of English social life: that triumph of Sert, the great decorated music-room of Kent House, with every chair taken for one of those famous private Æolus Concerts. Again, those family jewels, and, inevitably, the glowing English fireplace with Mrs. Saxton Noble receiving by the side of it. Against the black and gold of elephants and camels and Nubians, of ivory apes and peacocks, of cargo ships and clouds, sat superb old gentlemen, true milords—the authentic (but aristocratic) noses, the bushy eyebrows, the quiet and faultless tailoring, the rows of decorations, the blue ribbons, the orders. Many men were asleep, some women

powdering their noses, but most of the company keeping the most incredible silence. Those decorations! How the English understand the importance of decorations—to a man, even more than to a woman. How dreadful the fate of an undecorated Englishman!

Everywhere, in fact, at these English parties, the young men, with their tallness and their impeccable clothes, seemed to balance the effect of the women—who almost appeared to be the background for the men.

In Paris, every woman wears a dress to be talked of, but here many of the most chic spend tremendous time on their clothes, but do not wish to stand out, to be remarked. This is, perhaps, part of the English idea of the perfect social scene, where the whole is greater than the part.

The best party of the week was given by Mary Borden, one of London's most popular Americans, who, as is well known, do not form a colony here, but enchant the natives with that clever American flair for organizing. The guests poured into the smallest house in the smallest street in Mayfair—a house entirely white and rambling as only an English house can ramble, so that the very building was part of the party. In fact, one rambled from room to room, sipping hot punch in one, eating turkey in another, and hesitating between lobster and chocolates in yet another. All this while a Hungarian band unit gave way to Miss Maddock's playing and singing "I've Harlem on My Mind," while Mussolini's popular friend and ambassador, Signor Grandi, arrived, followed by a steady influx of interesting and lovely people. Such beauties as Deidre Hart Davies and her aunt, Lady Diana Cooper; such charming American hostesses as Mrs. (Edith) Payne Thompson; composers, artists, a little "stage," and a witty publisher. Every one left with heads filled with plans and invitations for country-house parties, "pay-parties," and sensational first nights, like that of Alfred Lunt and Lynn Fontanne presented by Mr. Gilbert Miller in "Reunion in Vienna." Was it true that the Lord Chamberlain as Censor would not agree to pass "Design for Living," and wasn't Noel's French now even better than Yvonne's English?

No, there's nothing stuffy about the London of to-day. It is not inconceivable that in the near future young French blades ripe for a bender will say to one another, "How about a weekend in London?" and wink, nudging, "C'est formidable, tu sais!"



A Tailored Suit Plus . . . its own topcoat. We thought it a jolly fine idea for travelers and sportswomen, and for those days in town or country when one is inclined toward tailleurs but the weather is not. This version is in smooth, silky flannel, brown squared in chalky white. The tuxedo front (new!) can be unbuttoned to fold over. And the tailoring? It's perfect.

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A discovery of dramatic promise skin awakens, stirs with renewed life

That's why women are thrilled about this new face cream that does such remarkable things

IT was not a beauty expert but a scientist who watched youth fade from women's skins and sought a way to check it.

"It may not work," he said, "but I'll put into a face cream the youthful substance old skins lack . . . and then we'll see what happens."

That's what he did. And today two million women can tell you what the scientist was curious to know. They will tell you skins grow clearer, softer, stir again with life. How age lines and fine wrinkles melt away—and old dry skin undergoes a change in texture.

Sebisol—a new substance

This scientist purified the natural skin-enriching substance that makes young skin firm, fresh, alluring. He named it *sebisol* and put it into the finest cream he could develop. It was so scarce we


had to search the world to find a sufficient supply.

Sebisol is vital to every living cell. It is a natural substance that keeps skin soft, smooth, and pliant. That, we believe, explains why Junis Cream does thrilling things. Why skin grows softer, smoother, exquisitely appealing. Whether *sebisol* alone brings these results we cannot say. But this we know by women's statements: Pepsodent Junis Cream does for their skins what other creams do not.

You need no other cream

As you apply Junis Cream feel it penetrate and cleanse. Feel it soften and refresh. Note how rapidly it spreads—so light in texture. Thus you realize why Junis Cream is both a cleansing and a night cream.

Try Pepsodent Junis Cream, at our expense.

We believe you'll be delighted with results. We believe Junis Cream will thrill you as it has two million other women who have tried it. Don't neglect an opportunity that has so much to do with charm and feminine allure. Send the coupon for a generous test supply today. 

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We want you to try Pepsodent Junis Facial Cream and see how truly revolutionary it is.

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Only one tube to a family

J U N I S C R E A M I S A P E P S O D E N T P R O D U C T

AT ENGLISH TABLES

(CONTINUED FROM PAGE 77)

rich one. A cream soup is too heavy to start a menu, if the fish and meat courses are to be something especially good. Therefore, we have included the following English recipes for clear soups, given by courtesy of Mrs. Charles Cartwright, which are an improvement on the better-known and less interesting consommé usually served.

HARE SOUP

You take stock made from hare which has been cooked long and slowly, you strain it well, add herbs and cayenne, garnish with diced pieces of hare, and add a glassful of port just when serving.

MISS BETSY'S SOUP

Pearl-barley, chervil, celery, and tomato purée are added to a clear consommé. Diced apple is used to garnish this soup.

Another of Mrs. Cartwright's recipes is this one for a soufflé.

SOUFFLÉ ABERDEEN

Chop dried haddock into cream and serve cheese soufflé on top.

Most "made-up" dishes are better for lunch than for dinner. This is particularly true of English "made-up" dishes. (Many are, however, excellent for supper—a meal which is in England a very hearty one indeed.) Here are recipes for three dishes with which to start luncheon.

FISH SOUFFLÉ OR MOUSSE
(By courtesy of Mrs. Reed Vreeland)

Two whittings, two whites of eggs, two ounces of butter, one tablespoonful of flour, one teaspoonful of anchovy essence, and one-half cupful of milk are the ingredients necessary. The butter is melted, and the flour is mixed in to thicken, and, when well mixed, the milk is added to make a stiff sauce. Now, the finely broken fish is added and flavoured with salt, pepper, and anchovies. Then, the whites of the eggs are beaten stiffly, mixed well into the fish, and the mixture is steamed for twenty minutes. It is served with mushroom sauce in a sauce-boat.

LE ROGNON BRAISE CHEZ LUI
(By courtesy of Maitre d'Hôtel, Savoy Grill)

A large Spanish onion is hollowed, boiled for about ten minutes, drained well, and a lamb kidney in its own fat is placed in the cavity. It is then braised with a good veal stock and served.

PANCAKES WITH HADDOCK
(By courtesy of Mrs. Somerset Maugham)

Four ounces of flour, one-half pint of milk, two eggs, and a pinch of salt are required. The skin and bone of a highly cured finnan-haddock are removed. The fish is chopped finely, cooked in cream and butter, and made ready before making the pancakes, so that they may be stuffed immediately after they are cooked and served piping hot.

For the sweet, Mrs. Maugham serves this pudding:

Burnt cream: One pint of cream, five whole eggs, five yolks of eggs, and

one ounce of sugar are the ingredients. They are all beaten together over the fire until the boiling point is reached. Then the mixture is poured into a fireproof dish, and, when cold, a thick layer of castor sugar is put on top and browned under the grill until hard. This is served with thick cream.

Beefsteak and kidney pudding is less well known than beefsteak and kidney pie, but far better. Here is a recipe for an excellent pudding.

BEEFSTEAK AND KIDNEY PUDDING
(By courtesy of Mrs. Aspinall-Oglander)

This requires ten ounces of flour and six ounces of beef suet grated or chopped up very fine. A paste is made stiff enough to roll. Six ounces are taken for the covering, the rest is rolled, and a basin is lined with it. Two pounds of beefsteak and one-half pound of kidney are next in order. The steak is cut in very thin slices about two inches long and five inches wide, and a piece of kidney is laid on each of these, and they are rolled. In the meantime, this mixture is prepared: a tablespoonful of flour, a piece of bay-leaf, one-half teaspoonful of dry or fresh mint, two cloves, a teaspoonful of parsley, a little thyme, a small piece of garlic, one small onion or shallot, salt and pepper—all of which must be chopped almost into a powder and mixed well with the flour. The meat is rolled in this, then placed in layers in the basin. A little grated carrot is sprinkled over each layer, a cupful of water or good beef stock is added, with a small glass of sherry or brandy according to taste. The basin is covered with the six ounces of paste already prepared, then all is covered with a damp napkin or pudding cloth, and steamed for four and a half or five hours. This will serve six people.

While on the subject of English food, one must not neglect to mention savouries, for they are essentially English. Served after the sweet, they were originally intended to prepare one's palate for brandy and port. But, very often now, they replace the sweet, especially at luncheon, and are followed by fruit. Here is Mrs. Aspinall-Oglander's recipe for one.

CHIPPENHAM CHEESE SAVOURY
As Used by King Edward VII.

For this, six ounces of grated Parmesan Cheese, a wineglassful of cream, two tablespoonfuls of milk, and two eggs are required. The eggs, less one white, are beaten with cream and milk in a saucepan. The cheese is then added, and the mixture stirred constantly on a slow fire, until it is thick and creamy. It should be served, if possible, in the vessel in which it has been cooked. Hot toast is handed first to each guest, who pours over it a spoonful of cheese.

YORK HAM
(By courtesy of Lady Juliet Duff)

A York ham weighing about sixteen pounds is required. It is soaked for twelve hours and boiled for three hours. Then the skin is removed, and it is covered well with light brown sugar and put in a slow oven from one and one-half (Continued on page 98)

Lily of France

Duo-Sette

The loveliness of feminine charm finds perfect expression in the new Boneless Duo-Settes. To preserve and enhance the contours of the uplifted bust, and the flowing form beneath, we have created many new models.

They are carefully and neatly contrived to meet the most scrupulous requirements of the individual form.

The LILY OF FRANCE Step-Ins are indispensable in the wardrobe.

Beautifully made and designed, and beautifully revealing the new figure.

Step-In

SOLD IN
QUALITY STORES EVERYWHERE

✓ Here's that Remarkable NEW Make-Up

so many women are asking about



WRONG MAKE-UP gives a "hard",
"cheap" look.



RIGHT MAKE-UP provides a natural
seductiveness—free of all artificiality.

Actually Matches the Color of the Human Blood

THERE is now a *new* and utterly different way in make-up...the creation of Louis Philippe, famed French colorist, whom women of Paris and the Cosmopolitan world follow like a religion. A *totally NEW* idea in color that often changes a woman's whole appearance.

That is because it is the first make-up—rouge or lipstick—yet discovered that actually matches the warm, pulsating color of the human blood.

**Ends That "Cheap",
"Hard" Look**

This new creation forever banishes the "cheap", "hard" effect one sees so often today from unfortunately chosen make-up—gives, instead,

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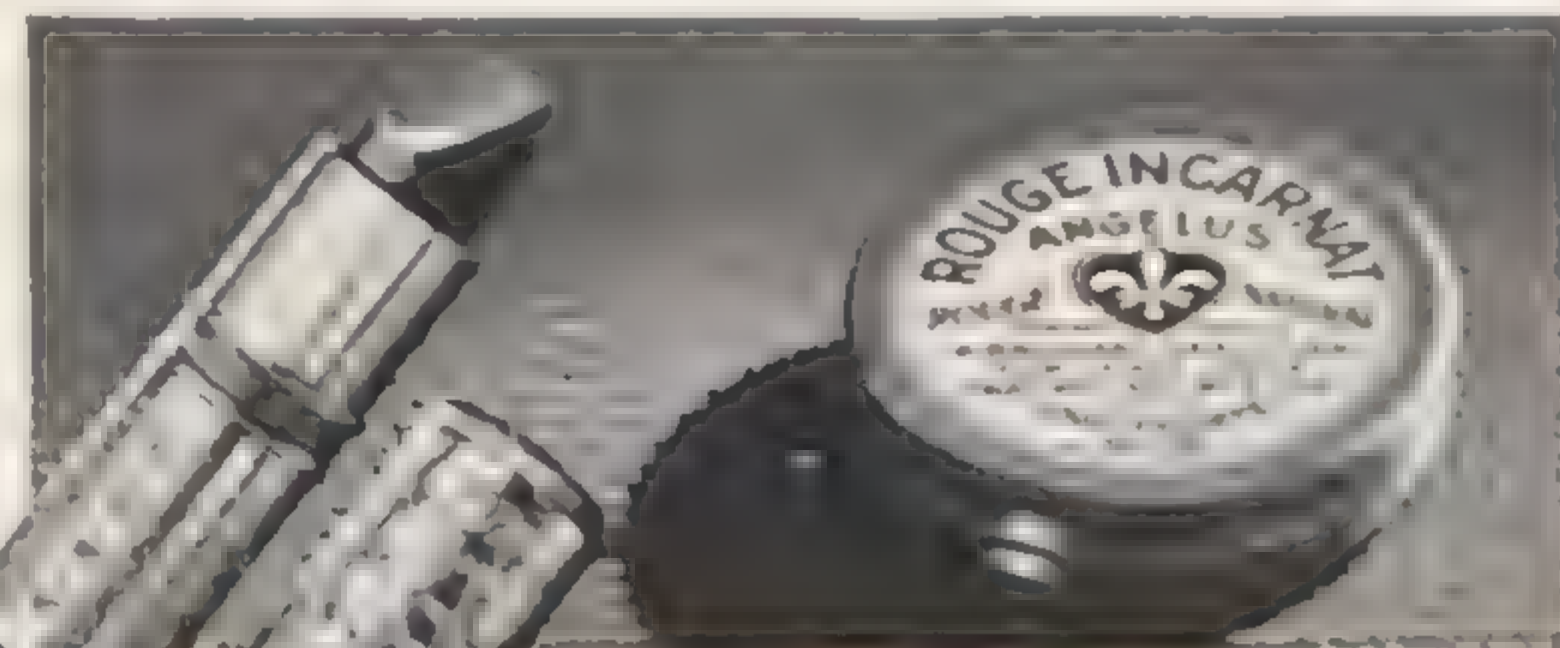
As a result, while there may be some question as to what constitutes Good Form in manners or in dress, there is virtually no question today among women of admitted social prominence as to what constitutes Good Form in make-up.

What It's Called

It is called ANGELUS ROUGE INCARNAT. And it comes in both lipstick form and in paste rouge form. You use either on *both* the lips and the cheeks. And one application lasts all day long.

In its allure, it is typically, *wickedly* of Paris. In its virginal modesty, as natural as a *jeune fille*—ravishing, without revealing!

Do as smart women everywhere are doing—adopt Angelus Rouge Incarnat. The little red box costs only a few cents. The lipstick, the same as most American made lipsticks. You'll be amazed at what it does for you.



The "Regular" LIPSTICK

The "LITTLE RED BOX"
for Lips and Cheeks

Angelus Rouge Incarnat
By LOUIS PHILIPPE

USE ON BOTH THE LIPS AND THE CHEEKS

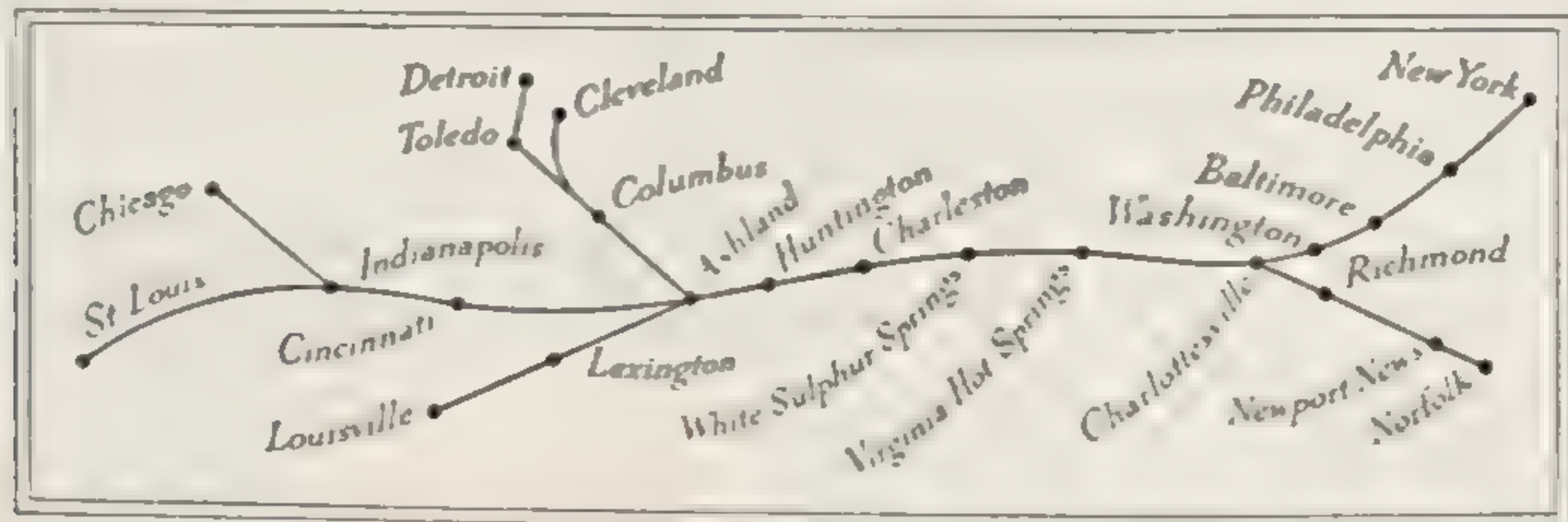
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CHESAPEAKE and OHIO

For branch offices see Travel Directory on pages 18 and 19

AT ENGLISH TABLES

(CONTINUED FROM PAGE 96)

to two hours. When the sugar starts to glaze, the ham is basted well with a pint of champagne.

And what about Yorkshire pudding? Does your cook know how to make it? There is undoubtedly no better dish in the world than roast beef served with Yorkshire pudding, roasted potatoes, and horse-radish sauce. The horse-radish sauce should be made with thick, rich cream.

YORKSHIRE PUDDING

(By courtesy of the Chef of the Ritz Hotel)

The ingredients necessary are one pint of milk, two eggs, four tablespoonfuls of flour, salt, and dripping. The flour and a good pinch of salt are put into a bowl. A well is made in the centre into which the eggs are broken. These ingredients are stirred gradually, mixing in the flour from the sides. Then the milk is added by degrees until a thick, smooth batter is formed. The mixture is beaten well for ten minutes, after which the remainder of the milk is added. Then the mixture is covered and let stand for at least one hour. When you are ready to use it, the bottom of a pudding tin is covered with a thin layer of meat dripping, and, while the tin and dripping are getting thoroughly hot in the oven, the batter is given another good beating. The pudding is baked in a hot oven.

English sweets, especially puddings, are famous. Simple, but nevertheless rich, they remind one of nursery days. We are sure you will never have heard of "Summer Pudding." And "Fool" is so English—and so good. The recipe for the "Apple Tart," given by Lady Portarlington, really sounds luscious, does it not? When cold, the crust of the tart is removed and a layer of Devonshire cream (or ice-cream) is put between the pastry and the apple before the pastry lid is put back on the tart.

COLD SUMMER PUDDING, ICED

(By courtesy of Lady Colefax)

A mould is lined with thin pieces of bread so that they overlap each other, and a thin slice is placed at the bottom of the dish. Any soft fruit is boiled until very soft. The dish is filled with it, using a thin layer of bread between each layer of fruit until the dish is full. Then the dish is pressed and placed on the ice to chill. This pudding is served with raspberry or black currant "Fool" poured over it. (See recipe for "Fool" from Lady Portarlington.) Cream may be added.

The following recipes are from the Countess of Portarlington:

RASPBERRY FOOL

The fruit is cleaned and boiled with sugar. Then, it is passed through a sieve. After it has become cold, one half-pint of cream is whipped and the fruit added to it. It is then put on the ice for two hours. The sherbert glasses are filled just before serving. Not only raspberries, but any other fruit may

be used to make a Fool. This is served with wafers or biscuits.

MELON CLACÉ

A melon is cut in half. The fruit is scooped out and an ice is made with it. The mixture is frozen in a freezer until it is snow-like. Half of the melon is filled with the ice and the other half with brandied cherries.

APPLE TART

A short crust is made and a pan lined with it. The pan is filled in the usual way with cut apple, to which sugar and a rind of lemon have been added. A short crust is placed over this, the tart is baked, and then it is allowed to become cold. Before serving, the upper crust is removed, and the tart is filled with whipped or Devonshire cream. It should be served ice-cold.

SCOTCH CALLOPS

Two pounds of fillet beef with no fat are passed through a mincing machine. An onion is chopped very finely, fried in butter, and then the beef is added, and the mixture allowed to simmer for one-half hour. It is placed in an "au gratin" dish and served with poached eggs on top.

DEVONSHIRE PÂTÉ

A puff paste is made, a tin is lined with it, and layers of chicken, sliced egg, and sliced ham are put in, seasoned to taste. This is sprinkled with parsley, finely chopped, one-fourth teaspoonful of thyme, and one teaspoonful of chopped onion; covered with pastry; brushed over with a beaten egg; and baked for one hour. It is then turned out and served hot or cold.

English meat pies are famous and made from almost anything from fish to game. They may be served either cold or hot. Here is one from the Countess of Portarlington.

PORK PIE

One pound of pork, salt and pepper, one pound of flour, six ounces of lard, one egg, and one gill of cold water are required. The pork is cut into small dices, put into a cooking pan, water is added, and this is allowed to come to a boil. Boiling water and lard are added to the flour until a dough has been formed. This is allowed to cool, then it is turned on to a board and kneaded well. One-fourth of the paste is cut off and kept warm. The remainder is used to line a well-greased pie mould. The pork is dipped in cold water, seasoned, and the mould is filled with it. The remaining pastry is rolled out, the mould covered with it, and the edges pressed down. Small pieces of paste cut in leaves and arranged in a circle around a hole in the centre are used for decoration. The pie is brushed well with egg and baked for two hours.



AIRFLOW CHRYSLER



What! A desk in a Motor Car?

YES . . . AND THAT'S JUST
ONE OF THE ADVANTAGES
OF FLOATING RIDE

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A DESK in a motor car? Well, why not . . . in a car that rides smoothly enough to let you write as you go!

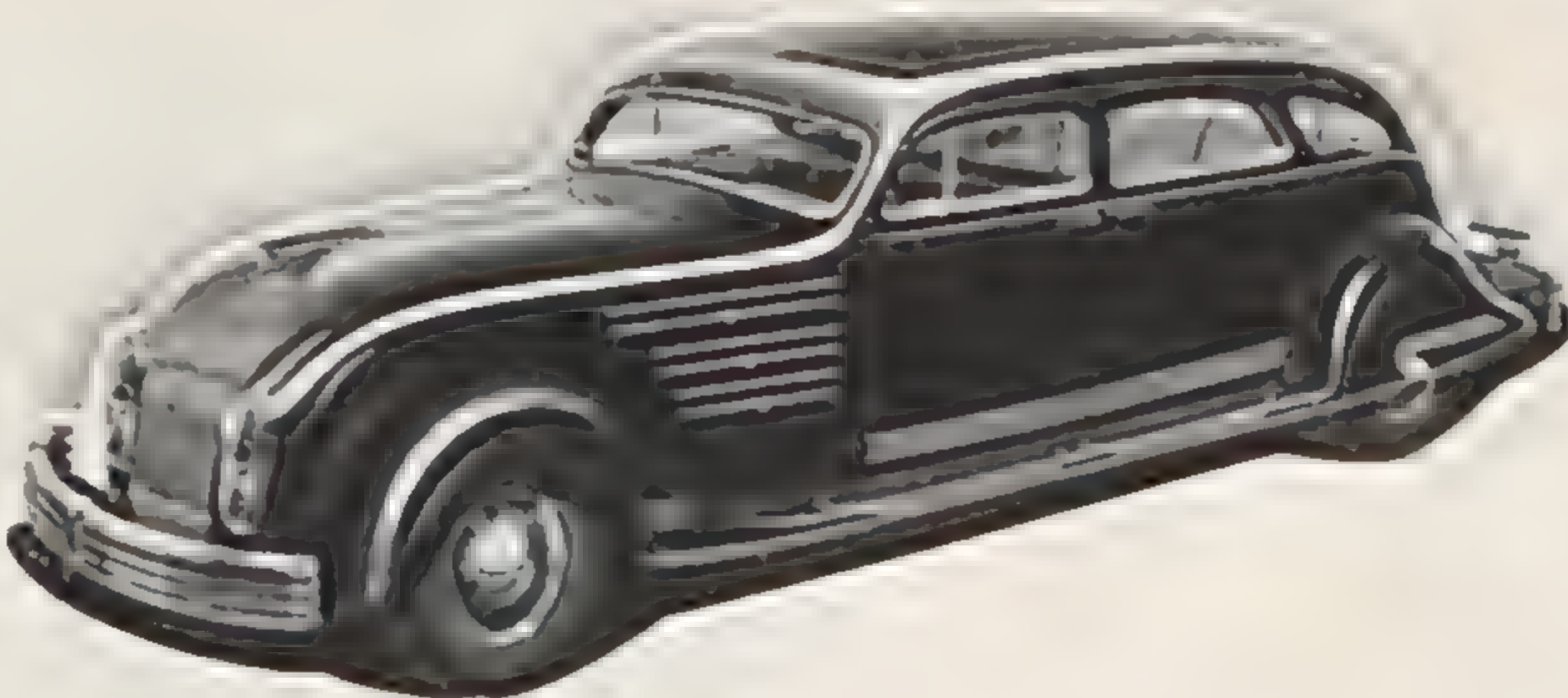
A vanity table in a car? Again, why not . . . in a car spacious enough to provide the room for it!

These two innovations in the Chrysler Airflow* Custom Imperial are perhaps of minor importance in themselves. But they illustrate that there is more than enthusiasm behind our statement that the Airflow Chryslers are like spacious traveling drawing-rooms . . . that they seem to ignore the road

they run on . . . that they literally bring into being a new and better form of travel.

Much as you may respond to the exciting newness of the Airflow Chryslers . . . much as you may admire their functional beauty . . . you cannot begin to appreciate the tremendous advancement they represent, until you ride in them and compare them directly with the finest cars the world has known until now.

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NORTHERN PACIFIC RAILWAY

First of the Northern Transcontinentals

PASSENGER DEPARTMENT

You are invited to try a Dude Ranch vacation this summer out in Montana or Wyoming.

If you accept this invitation, you will never be the same again. You will be a different person—different for life! The wind and sun tan of the mountains will fade, after you return to the city, but in mind and body the influence of a Dude Ranch vacation will be with you as long as you live. You'll come back to home duties with that fresh and jubilant spirit one can't help absorbing after a week or so in the ranch country.

You'll never be the same again. After a Dude Ranch trip, you just can't help being different; you'll be a freer, surer, more interesting person to yourself and to all your friends. Not that you are going to bore them with cowboy songs and Jim Bridger yarns—the songs will be in your heart and adventure in your memories; no need to talk about them, they will just be a part of that strange, that broader and happier person you may not immediately recognize as yourself.

Going to a Dude Ranch is not like buying a ticket to the City of Seattle or starting off for Yellowstone Park. A ranch is a personal, intimate thing. When you set out for a Dude Ranch you want to know about the ranch boss. "Is his wife a good cook? What ages are their children, if any, and what are they like? Is it a horse ranch, cattle ranch, sheep ranch,

mountain lodge or what? Tell us about the kind of guests this ranch gets. Do you bathe, and where? Do you dress for dinner or wear riding habits and dungarees all the time? What are the principal activities on this ranch or that one? What are their charges by week, month or summer?"

For these questions and any others, come to the Northern Pacific Railway offices. We have detailed information about Dude Ranches. We have personally visited them. Our photographer has made pictures of buildings, inside and out, pictures of proprietors and their families, pictures of the scenery round about. Look over our album, select the kind that appeals most to you. We invite you to call at any of our offices, in New York and other principal cities. But, if this is inconvenient, a letter to me will bring a prompt answer, some excellent ranch "literature" and I will take a personal interest in locating you, or your family, on just the kind of a ranch you prefer.

The North Coast Limited, which serves the Ranch country, will have air-conditioned observation-club cars and diners for the 1934 summer season, and thereafter.

E. E. Nelson

Passenger Traffic Manager
641 Northern Pacific Building
St. Paul, Minn.

For Travel in the West—
THE NORTH COAST LIMITED

With the Comforts of Air-Cleaned
and Air-Conditioned Equipment



THE ORIGINAL NUCLEUS OF VALLEY RANCH

B. L. BROWN

WRANGLING THE DUDE

(CONTINUED FROM PAGE 66)

have done a good three hours' riding, in the open, or over the trails, and through the streams. One day, you may ride to Blue Lake; it's a hard, sheer trail, but with gorgeous scenery. If it is too steep for you coming down, you can always get off and lead your horse. After you are well used to Western riding, you will set off with a pack-trip party one fine morning, fortified with sleeping-bags and chuck. And the ranch will see you no more until you return a couple of days later, in a happy state of spirited, satisfied weariness.

ON TO QUARTER CIRCLE U

And now, for a contrasting change of scene, let's go down into the Big Horn-Custer country. We flag the train at Big Timber and take the Northern Pacific as far as Billings. If the Rodeo is going on there, we'll take it in—although we shall be able to see just as exciting a show at the Sheridan-Wyo-Rodeo—and anyway, we are bound for a ranch that has one of the best bucking-bronc riders in the Far West as its head Wrangler. We catch the Burlington at Billings, to go as far as Sheridan, Wyoming. Our eventual destination is Birney, Montana—but Birney is mercifully remote from railroads. It is sixty miles from Sheridan, and ninety from Forsyth. But distance means no more to us now than it does to the Westerner. We are in the country of far horizons.

Sheridan, with its paved streets and modern buildings, strikes us as a very metropolis. But its denizens wear Stetsons and Western boots, and the

drugstore is the town meeting-place. Quarter Circle U Ranch is sixty miles away, over fair roads that are white with alkali dust. But it's clean dust, and the air is fine and dry. There is something about the open, rolling ranch country very restful to the eye. The purple lava rocks and the red shale of the buttes lend soft notes of colour.

GREEN CABLES OUT WEST

Just as you wonder if you are approaching a bad-lands of merciless heat and glare, you are delightfully surprised. Suddenly turning and passing a few weather-beaten, low-lying buildings, you are confronted by a gabled white ranch-house set in a vivid green lawn, with spreading cottonwoods and extravagant hollyhocks. This was the home of Mr. George Brewster, a pioneer who thus enlarged the original old log homestead—built when he came out to hunt buffalo and white-tailed deer—and who put into these white-and-green gables his memories of the New England he was not to see again. Here live our hosts, Mr. and Mrs. Arnold, and we are a part of the family from the welcome moment of our arrival. Mrs. Arnold was Mrs. Brewster, and is now "Aunt Grace" to all her Dudes—a gracious and lovely person with a serene youth belying her becomingly white hair, and one of the best round-up riders in the cattle country. A son, Burton Brewster, lives with his young wife in a log cabin near-by, just beyond that old Crow teepee. Another son has a neighbouring (Continued on page 102)



ST. ALONSO, LITTLE DOG



LARRY LAROM, VALLEY BOSS

The forwarding address of the most up-and-coming people on vacation is increasingly "such and such a ranch." They learn in the West to re-discover themselves.

If you've never smelled sagebrush, if you've never felt the complete relaxation of unconventional free-and-easy ranch life, if you've never ridden in a country that flames with color or thrilled to the flash of a foot of speckled trout in a mountain pool—you haven't lived. Go West, good lady, go West!

And take the family with you, for this is a vacation that the whole family can enjoy together. You don't have to be a good rider—perhaps you haven't ridden in years. It doesn't matter. There are horses for every need at a ranch, for the beginner and for the expert—and western saddles are as easy as rocking chairs.

Vogue, incorrigible altruist, will be glad to help you choose the right ranch. Not every good ranch in the Northwest is advertising in Vogue, but every ranch advertising in Vogue is one of the very best. Write the ranches. They will be glad to give you all information and exchange references. Complete data is on file at Vogue's Ranch Department, 420 Lexington Avenue, New York. The Manager knows every ranch, and will be happy to be of service.

4 A BAR A

Just think! Only forty-eight hours from New York to A Bar A by rail or fourteen hours by air. A short or long trip to this delightfully informal spot is inexpensive and distinctly worth looking into. "Chuck" Adam, 521 Fifth Avenue, Room 402, will gladly tell you about it.

KL ALLAN RANCH

Springtime in the Rockies! Snow-covered peaks. Flowered valleys. Elk, deer, bighorn sheep country. Your special horse. Your own cozy cabin. Good food. Natural open air warm water plunge. Lazy life at the ranch or a pack trip. Write: Allan Ranch, Augusta, Montana.

Dude Ranches

BC BAR B C

There are no formalities on the Bar B C. It is a Wyoming Ranch in strict keeping with its environment—rough, rugged, friendly, scrupulously clean and wholesome. Located in the famous Jackson Hole country. Write: A. H. Croonquist, Billings, Mont.

ZC BONES BROTHERS RANCH

Offers a vacation on a real western ranch in a real cow country; where you may live a natural, wholesome life in a friendly, unpretentious atmosphere. Come at any season. Ranch activities go on the year 'round. Correspondence invited. Address: Birney, Montana.

J DIAMOND J

Snow-capped mountains; deep pine forests, wild game; rushing mountain streams and lakes abounding with fish. In this vast wilderness is the Diamond J Ranch. Fireplaces, private baths in each log cabin. In historic Vigilante country. Julia A. Bennett, Ennis, Mont.

DOG EATON'S RANCH

The right combination of natural beauty, pleasant associations, comfort, and simplicity, forms a happy ranch vacation. Eaton Brothers, dude ranchers for 50 years, have worked unceasingly in that direction. Please address: Eaton Brothers, Wolf, Wyoming.

H F H F BAR AND PARADISE

For 25 years a great cattle ranch, equipped to appeal to the man and woman who care. Cottages with private bath and fireplaces. Open air, adequately heated concrete swimming pool. Thoroughbreds, polo, tennis, fishing. Write: Frank O. Horton, Buffalo, Wyo.

II HILMAN RANCH

Located at the foot of the magnificent Big Horn Mountains, is a cattle ranch where the Easterner may take part in all the ranch life. Good food, comfortable beds and excellent horses is our boast. See Chapin Marcus, 671 5th Ave., N. Y. C. or write Big Horn, Wyoming.

EAGLE IDAHO ROCKY MT. CLUB

Our guests call it the "Ritz of the Wilderness" . . . Fifth Avenue beds, home-grown food, all cabins with fireplace and private bath. Riding, fishing, hunting. In the Sawtooth range of the Rockies; two pools. N. Y. Office, 580 5th Ave. or Ranch: Stanley, Idaho.

X LAZY K BAR

It's beautiful, the Crazy Mountain country where lies Van Cleve's Lazy K Bar. Snowy peaks with blue lakes between. Timbered slopes—the sweeping range of purple sage and green buffalo grass. Every cabin with bath. Write: Paul Van Cleve, Big Timber, Mont.

T OX YOKE RANCH

Charlie Murphy's Ox Yoke Ranch lies only 30 miles from Yellowstone Park. A real operating stock ranch of 20,000 acres. Old historical ranch. Electric lights and bath in every cabin. Ride the range cow country with native Montanans. Charlie Murphy, Emigrant, Mont.

U QUARTER CIRCLE U

The hospitality of an old-time Montana cattle ranch is waiting for you at Quarter Circle U. Good horses, swimming, amateur polo, round-ups, Indian neighbors, thrilling rodeos. During March call: Grace Brewster-Arnold, Hotel Weylin, N. Y. C. or write Birney, Mont.

7UP SEVEN UP RANCH

If you're honin' for a look at the real West, you better rustle your outing clothes into the old war bag and dust the trail for 7UP. It's all here with the largest wilderness area in the United States at our back door. Finest of equipment. J. E. Bower, Lincoln, Montana.

M SUNLIGHT RANCH

18 attractive log cabins accommodate 40 recommended and congenial guests. You may hunt bear, take movies of elk and mountain sheep, ride with cowboys in round-ups during May and June, or just loaf at Sunlight Ranch. Open all year. Write: Simon Snyder, Cody, Wyo.

TAT T A T RANCH

What are you looking for? Riding, fishing, polo, swimming, hunting in the Fall, or just complete relaxation? Real ranch life with every comfort? You'll find all of these at T A T Ranch in Little Piney Valley in the Big Horn Mountains. F. W. Leach, Kearney, Wyo.

U VALLEY RANCH

The Valley Ranch—an old Wyoming outfit, settled in the early 80's. In a magnificent Rocky Mountain Valley. Built around the Valley Spring famous for its quality and coldness. The Old West—as you expect to find it and seldom do! "Larry Larom," Valley, Wyo.



Our Chamois Shirts

...THE NEW PAL OF TWEED SUITS



PECK & PECK



LAST season Peck & Peck designed a chamois hunting shirt. At least we *designed* it for hunting—but it only turned out to be the smartest sports blouse of the year. Now by fashionable command—we present our new shirts of “soft as silk” chamois to wear with tweed suits. One’s a shirtwaist, with colored stud buttons and all. The other we show the way you’ll wear it later for active sports—with the shirt-tails hanging out! Blouse, \$15.00. Shirt, \$12.75. And—P.S.—note the smart new skirts of Bankers’ Checks!

FIFTH AVENUE, NEW YORK

WHITE PLAINS CHICAGO BOSTON NORTHAMPTON
DETROIT MINNEAPOLIS ST. LOUIS PHILADELPHIA

WRANGLING THE DUDE

(CONTINUED FROM PAGE 100)

ranch, where he breeds fine horses.

Fifty-five thousand acres is a lot of land—yet this much territory, either owned or leased, makes up the Quarter Circle U. On it is an old battle-field where General Miles fought the Cheyennes. And many are the mementoes, Indian relics, and firearms that now decorate the pine-log walls of the ranch dining-room. Here, by the way, is a good place to study our Dude-Ranch family. Mr. and Mrs. Arnold sit at one of the long tables, with Jim, the Dude Wrangler, at the far end, and the Dudes in between. Kirtlye Brewster manages to keep another table of younger fry fairly in order. There is a delicious fragrance of juicy broiled steak, and much passing of golden corn and fresh pease and early squash and ripe red tomatoes. All garden fresh, for this is a ranch that is run like a self-contained kingdom. It gives you a very satisfied feeling to know that you may live here in lordly independence. The ranch has even been known to mill its own flour. It has its own water (mineral water, at that), and there is a never-ending supply of ice from the ice-house, which was stocked out of the frozen Tongue River in the winter months.

O happy land, where clothes don’t count—except for their comfort and practicality. There is a fine variety of array, all depending on the program of the wearer. You may have come to supper to-night in your blue jeans or Cheyenne pants, with gay shirt and muffler, for the cool of the evening is an ideal time for another short ride. A fresh horse will be waiting for you—for you have your own string and will probably ride three horses a day.

WHO’S WRANGLING?

“Who’s wrangling in the morning?” Jim Ryan glances down the table. “Dave? Harvey? You coming, Peg? All right, see you at five-thirty in the bunk-house.”

“Must get up and wrangle one of these mornings,” you think with drowsy effort, as the five-o’clock bell for the hands tolls partially in upon your sleepy consciousness next day. Then you sink into the comforts of bed, and know nothing more until you hear Mrs. Arnold’s voice and the tinkle of the little bell near the door of your room or your cabin. This time, there is the insistence of your growing appetite for breakfast. Up, then, and into your outfit—and soon you are wolfing big fresh berries, and creamy coffee, and demanding more of those fluffy buttermilk hot cakes that Anna and Ingeborg make by the stack and serve with choke-cherry jam. Or good fresh ranch eggs and home-cured bacon. Never mind the calories—you work them off by the time you have ridden, and taken a swim, and gone off on a jaunt to Birney.

Birney, three miles away, is—well, it could hardly be called a grown-up village, though it’s old, as places in this country go. It has a few lonely buildings on its straggling street. Some Indians loiter in the post-office store. And, for diversion, we can get a cold beer at Tolliver Cox’s place—where the sign above the bar says: “No Pro-

fane Language, Liquor, or Credit Allowed.”

We’ll be over next Sunday afternoon to watch the baseball and the polo that Bones Brothers’ outfit will play against the visiting team. Everybody comes. These Western ponies are keen for polo. They round up the ball as if they were going after a renegade wild horse—and the reach of a polo player from a Western saddle is amazing. There will be some Dudeens playing on Little Bones’ side. His Aunt Mamie Cox will be there, with little Mrs. Big Bones, following each chukker with whole-hearted abandon. Aunt Mamie came out here with Uncle Taylor in 1886, when she was one of only three white women within a radius of fifty miles, but she has never lost her soft New Orleans speech nor her fine old Southern courtesy. The house where the Dudes take their meals at Bones Brothers’ Ranch was Aunt Mamie’s old homestead.

AN OLD-FASHIONED PARTY




When we go up to Bones’, you will understand the success and popularity of this fine Dude Ranch, which is run by two brothers who not merely have the looks and physiques of the storied cowboy, but are the genuine article. A favourite ride is up mountain roads ten miles to the Horse Camp—where some of the Dudes from Bones’ may come to stay for days or weeks at a time. Here are three little old log cabins, on table-land surrounded by green pine-trees—a homestead of forty years ago, and still unchanged.

This is a friendly country. On special occasions, the ranchers and their Dudes for miles around will gather at one ranch of a Saturday night for an old-fashioned party. Mrs. Arnold gave one that was an epic. The invitations sent around to the neighbouring ranchers (neighbours for all that not one is in sight of another) were big coloured posters by Wrangler-artist Jim Ryan, announcing a pioneer party. For a week thereafter, each outfit was a hive of industry, fashioning the old-time costumes. Curtains were appropriated. Indian relics and warriors’ bonnets came off the walls. Old trunks were rifled and found to contain laces, shawls, plumed hats, feather boas, and false hair.

Over at Quarter Circle U, great preparations were made. Dude did not recognize Dude. There were prospectors, outlaws, Indian chiefs and squaws and maidens; cow-punchers, early settlers, trappers, road agents, and every character known to pioneer history. Little Bones couldn’t sit down because his war-paint might rub off. Young Mrs. Brewster had turned into Mae West. The cowboy orchestra was tuning up. Suddenly—the report of a gun! Then another, and another. Excited gathering out in the yard. What was careening down the road to the clatter of eight pairs of hoofs? A covered wagon, sure enough! It drew up with a fine flourish, and out tumbled Calamity Jane, Poker Alice, and the rest of the occupants—another ranch had arrived! The grand march and Paul Jones can now begin. Midnight . . . and the scene shifts to the mess tent. The hot (Continued on page 104)

A salon facial at home? Easy as 1-2-3!



1  **CLEANSE** Your skin must be clean. **2**  **LUBRICATE** Your skin must be smooth. **3**  **STIMULATE** Your skin must have life.

● Is it really possible to give your own face salon treatments? To have the daily home facial that's prescribed for famous beauties at Dorothy Gray's Fifth Avenue Salon? To have the supremely clear, fresh skin that only constant salon care can give?

Yes! For Dorothy Gray has made her Salon Facial *so simple* that any woman can give it to herself at her own dressing-table.

It doesn't take much time or cost much money. Do just three things. Use just three preparations. And watch how unbelievably soon your skin acquires that "salon-cared-for" look.

This is the "1-2-3 Facial"

1. *Cleanse.* At night, use Dorothy Gray Cleansing Cream to float out deeply-embedded dirt.
2. *Lubricate.* Then, lubricate with one of Dorothy Gray's emollient creams. (Special Mixture for dry skins, Suppling Cream for normal and oily skins.) Pat it in; leave it on overnight, to make the skin soft and smooth.

3. *Stimulate.* Next morning, after cleansing again, pat on the lotion. (Orange Flower Skin Lotion for fine, dry skins; Texture Lotion for coarse pores and oily skins.) This refines the pores, stimulates circulation.

Do these three things regularly, for at least two weeks. Notice how your skin becomes clearer and clearer, softer and softer, gradually more radiant.

Now, So Easy to Have

You can buy the "1-2-3 Salon Facial" preparations in regular sizes at all better shops. Dorothy Gray also offers a special "Salon Facial Package" at \$1. There is one box for dry skin, another for oily and normal skins. It contains all three preparations in *generous sizes*, for a *thorough* trial of the "1-2-3 Salon Facial."

Have you crêpy throat? Wrinkles? Blackheads? Dorothy Gray has a simple corrective preparation for every skin fault. At leading shops.

DOROTHY GRAY • 683 FIFTH AVE. • NEW YORK

SPECIAL...AT YOUR FAVORITE SHOP

Dorothy Gray

SALON FACIAL PACKAGE

The "Salon Facial Package" contains: 1. Cleansing Cream. 2. An emollient cream (Special Mixture for dry skins, Suppling Cream for normal and oily skins). 3. A stimulating lotion (Orange Flower Skin Lotion for dry, delicate skins; Texture Lotion for coarse pores and oily skins).



FOR A LIMITED TIME **\$1⁰⁰**

Dorothy Gray



That Artful, Clever PEGGY SAGE!

If you want to go stark mad about your own special brand of Lure, a Peggy Sage Manicure will turn the trick.

She gets the most amazing colors out of ruby and vermillion and their paler sisters. And then makes you believe life will be futile without them.

Never mind the strange names she gives some of them. Oxblood and Fire Engine Red by any other names could not be any more enchanting. And *they're* only two of dozens . . . exclusive every one.

Just choose your color and whatever else you need for a Peggy Sage Manicure. You'll be beside yourself with your own glamour.



• PEGGY SAGE SALON MANICURE PREPARATIONS

- Liquid Polish . . \$1.00
- Polish Remover . . 75c
- Cuticle Remover . . 75c
- Hand Lotion . . \$1.00
- Hand Smoother and Softener Cream . . \$1.00
- "Set of Two" with Polish and Remover . . \$1.50

PHONE Plaza 3-9011 for appointment

PEGGY SAGE, 50 EAST 57th St., NEW YORK

WRANGLING THE DUDE

(CONTINUED FROM PAGE 102)

coffee and round-up fare taste good after all those strenuous dances. Two a.m. . . . and we are most likely playing stud-poker with some of the hands in the bunk-house.

If we can't stay over for the Autumn Round-Up this year, we'll surely come back especially for it next year. At Quarter Circle U, they go on the round-up spring and autumn—and the Dudes can be part of the outfit if they want to go along. It's an experience like none other—riding on circle every day, setting up camp, gathering in the round-up tent evenings, then sleeping in teepees under a starry sky. Taking turn on guard at night. Rising at the call of "Roll out!" at three-thirty or four, or however dog-gone early the cook takes a notion in the morning. It's a good two weeks before the cattle are all rounded up, the branding done, and the steers cut out and shipped to market.

AND MORE DUDE RANCHES

We wish we could have spent more time at a lot more Dude Ranches. Each has its special attractions, its own individuality. The third generation of Dudes is going to Eatons' now—the famous original Dude Ranch in the Big Horn country of Wyoming, fifteen miles the other side of Sheridan. Over the years, it has grown and spread. There are new cabins along Wolf Creek, a new swimming pool, larger saddle rooms, and a longer picket-line now. But there are also the first little cabins, in the row known as "The Pike"—snug and comfy one-room affairs of logs.

Another Big Horn ranch which has its devoted following is H F Bar, on Rock Creek—with fifty-two hundred feet altitude and still in the foothills. It is fifteen miles north and west of Buffalo, Wyoming, and in the heart of the former Sioux, Crow, and Cheyenne hunting- and battle-grounds. There is a perfectly grand open-air swimming pool here. H F Bar is the cattle ranch of Frank Horton, who also runs a mountain ranch located higher up and well named Paradise.

Right in the middle of the Big Horn polo belt is Hilman's, at the mouth of Little Goose Canyon. This ranch has a practice field of its own, but is also only three miles from both the McCoy-Gallatin and the Moncreiffe polo ranches. We know you have heard of those afternoon polo games on Moncreiffe Field. And if you have the idea that Western horses are not good—try the thoroughbreds at Hilman's! Hal Hilman was master of ceremonies at the Sheridan Rodeo last year, so you may know they have good riders at this ranch. Great fishing here, too—just ask those who have tried it.

We'd like to see those green Wyoming Hills surrounding T A T Ranch once more—fish in Little Piney Creek—have a swim after a day in the saddle—and then that delicious food in the main house. Bill Leach owns and manages T A T and is adored by guests of all ages. Each cabin here has two to five bedrooms, some of the larger ones with private bath. Fresh vegetables—pease and spinach—some direct from the ranch garden, and you live as if it were your own ranch.

One of the most delightful ranches and very accessible, in point of view of travel time from the East, is A Bar A near Encampment, Wyoming—fourteen hours by air from New York and only forty-eight by train. This ranch offers a combination of both the beauty of the Western plains and the scenic qualities of the Rockies. Andrew Anderson, Princeton '19, is the genial host on trips to the serenely beautiful timber-line, on fishing expeditions to lone lakes or streams, or early morning gallops with the ranch hands "wrangling the cavvy." One particularly unusual feature of A Bar A is its traps for skeet shooting, where guests train their shooting eye and aim for the sage chicken shooting which comes during August. There is a fascination about this ranch nestling in a green-meadowed valley at the steep foothills of the Medicine Bow Range.

We would like to go back to Valley Ranch, one of the many outstanding ranches of the Greater Yellowstone country, located in a cool green valley surrounded by the Absorakas. From here as a base, guests can ride into the Jackson Hole country, or towards the Continental Divide, or into the Deer Creek country. All three routes lead into big-game territory, and all three are scenically superb. Valley, like the others, is a great ranch for the whole family and is excellently run by the popular "Larry" Larom, one of the best-known ranchers and President of the Dude Ranchers' Association. This is a ranch that has built up a long list of smart and well-known Eastern names on its roll of regular visitors.

Going out of Cody, Wyoming—the opposite direction from Valley—we can go up over the gorgeous Shoshone Pass and drop down on Sunlight Ranch—and we hope some of Mrs. Simon Snyder's famous omelets are waiting for us. It's a beautiful trip to the ranch, for it's located right in the centre of the Shoshone National Forest, although only forty-five miles from Cody. You're completely in accord with the choice of "Sunlight" as the ranch name when you watch the morning sun paint the crests of the Absorakas. Every cabin at Sunlight faces Sunlight River and the mountains, and every guest that has ever gone to Sunlight swears by Mr. and Mrs. Simon Snyder.

STORIED GROUND

Much has been written about the Jackson Hole country and the grandeur of The Tetons—and it is all justified. We can't forget the lovely Bar B C nestling among its firs, with the blue Tetons rising splendidly in clear view. This is the ranch inseparably connected with the name of Struthers Burt, for here much of his work was done. It is also one of the first-established Dude Ranches. The location had all the advantages of parks, primitive areas, good fishing, and game. If you read *The Virginian*, you'll be struck with the resemblance of the Bar B C to the ranches described there.

Let's go up to Montana and take the boat up to Allan's Ranch—a seven-mile trip over the placid waters of Gibson Lake (Continued on page 106)

A DISCOVERY THAT ENDS "RAZOR STUBBLE"

After Removing Arm and Leg Hair



A Way that Not Only Removes Hair Instantly,
But Definitely Ends The Stiff Re-growth Problem

Now one can actually *get rid* of arm and leg hair. Can, once and for all, banish the coarsened re-growth, the bristly stubble that follows the razor.

This is due to a new scientific discovery by one of the leading cosmetic laboratories of the world. A way that solves the arm and leg hair problem as women have always hoped it would be solved.

What It Is

It is an exquisite toilet accessory, resembling a superior beauty cream in texture. You simply spread it on where hair is to be removed. Then rinse off with water.

That is all. Every vestige of hair is gone—gone so completely that, even by run-

ning your hand across the skin, you cannot feel the slightest trace of stubble. For this amazing creation *definitely ends after-razor "stubble"*... When re-growth finally does come, it is utterly unlike the re-growth following the razor and old ways. You can feel the difference. No sharp stubble. No coarsened growth.

The skin, too, is left soft as a child's. No skin roughness, no enlarged pores. You feel freer than probably ever before in your life of annoying hair growth.

Where to Obtain

It is called NEET—and is on sale at all drug and department stores and beauty parlors. Costs only a few cents.

Neet

CREAM HAIR REMOVER

WRANGLING THE DUDE

(CONTINUED FROM PAGE 104)

with the mountains looking down on us from all sides. At Allan's, you can almost fish from your cabins, as the forks of the Sun River run on each side of the ranch. Here, you are truly "beyond all roads" in a country that is untouched by man. At the ranch itself, however, you have everything from the luxury of a swim in the outdoor natural warm-water pool to food appetizing enough for the most confirmed gourmet.

COMFORT IN THE WILDERNESS

Or we can start out from Seven-Up in The Blackfoot Country and take a pack trip into the largest uninhabited wilderness area in the United States. No ranch illustrates the seeming contradiction of great comfort in a still new country better than Seven-Up, with its open-air concrete swimming pool and its finely finished, electrically lighted log cabins. Owned and managed by Mr. and Mrs. Ed Bower, the ranch lies in the fertile Blackfoot valley surrounded by country famous for its fishing and alive with wild game.

Not far away as distance is reckoned in this country (in fact, a mere two hundred and fifty miles or so) is Charlie Murphy's Ox Yoke Ranch, which is only thirty-five miles from the Gardiner entrance to Yellowstone Park. Despite the fact that Ox Yoke is an operating ranch with some five hundred head of cattle and two thousand head of sheep, you will find all the comforts and conveniences that you can ask for and twenty thousand acres of grand country to browse in. Of course, the whole ranch goes to the famous Livingston Rodeo held every year in July, and you will want to be there, too.

Close by the other entrance to Yellowstone, the Gallatin entrance, is Diamond J Ranch on Jack Creek. Near-by is "The Trusty Madison," one of the really great trout-fishing streams of the world. This, too, is the country made famous by the Alder Gulch Gold-Rush and the stirring days when the Vigilantes brought law into the mountains. Flying D, near-by, welcomes guests of the Diamond J to watch the workings of a great cattle ranch, and, with Mrs. Julia Bennett as hostess, the Dude lacks for nothing from the best of horse-flesh to individual cabins with baths.

RANCHING IN IDAHO

We like the phrase "The Land Nobody Knows"—which describes very aptly most parts of Idaho. Up in the heart of this country, among the lakes and snow-capped Sawtooth Range of the Rockies, is the Idaho Rocky Mountain Club. This Dude Ranch has perhaps the most luxurious equipment of any in the West. The physical equipment consists of one main building and ten cabins of log construction, each having its own private bath, hot

and cold water, and open fireplace. Wild life abounds in the primitive area in which the ranch is situated, and the near-by lakes and streams afford exceptional fishing to both novice and expert. When you want a swim, you have a choice between two pools—one of cold water and the other fed by health-giving hot springs.

We'd like to go back to Double Arrow in the virgin forests of the Flathead-Swan Lake country. We'd like to be at Charlie Belden's Pitchfork Ranch almost any time of the year—even in one of those blizzards that he photographs so strikingly. We yearn to ride and hunt in that grassy pocket of the Sage Creek ford of West Gallatin River, known as Elkhorn Ranch. But we can't do all that—even on paper.

FASHIONS TO NOTE

So—pick your Dude Ranch. Travel light (hand-luggage preferred), with your Levi Strauss jeans, some sturdy coloured shirts with long sleeves, a suede jacket or extra sweater, and a bathing-suit. A few light summer sports dresses for an occasional change—and one simple evening dress, "just in case." Take some of your regular riding-equipment if you like, though you will probably substitute Western things, which are to be had at the ranch store or in the nearest town. There you can get your broad-brimmed Stetson and the high-heeled boots that are built for the Western stirrup and are so necessary for hard riding in a Western saddle. Those modified jodhpurs known as Cheyenne pants are hard to get except in the Far West, but they are the ideal Dude breeches. Those fringed suits of soft leather with divided skirts are mighty fine, and Otto F. Ernst, in Sheridan, tailors them to measure. Remember that you are going to a climate that is hard on complexions. Unless you are well supplied with your favourite cleansing and emollient creams, the alkali dust can play havoc with your skin. Your blood-red nail enamel will be out of the picture, but you will have plenty of use for your lipstick—and let it be a greasy one, to guard against cracked lips. An eye-wash is good to have, and don't forget dusting powder.

You need not worry if you are not already an experienced rider. They say that the inexperienced Dudes are the best ones to teach—they just ease into it. The Dude Wrangler will look out for you. His job is not to miscast his Dudes. Your part is to mix with the outfit—and have a good time.

We don't like to leave the Dude Ranch country. We may pack up the blue jeans, the beloved cowboy boots and Kelly spurs, and our dusty, trusty Stetson. We can—with difficulty—say good-bye to our string—to Redbird, Slugger, Ranger, and Artist's Model—but we can't set aside our Dude Ranch memories and forget them.

We're coming back.

...they had seen... talk was widely published today and the revelations of what they had...
500 HUMAN BEINGS SHOW HOW TO ESCAPE COLDS

Interesting tests show
Pepsodent reduced number
of colds — cut time lost
from colds one-half

Recently an interesting test brought to light new facts about colds. Scientists found that the antiseptic Pepsodent Antiseptic makes an average of 50% fewer colds than any other group. These scientists took a group of 500 human beings and observed them closely for five months. Here are some of the remarkable results covered.

A cold will last five days. Pepsodent Antiseptic is guaranteed to cut the duration of a cold in two.

Many of the group who used Pepsodent Antiseptic had no colds at all.

The number of colds among the group who used Pepsodent Antiseptic was 50% fewer than among the group who used other leading mouth antiseptics.

*Make \$1 do the work of \$3
when fighting colds!*

Pepsodent is 3 times more powerful than other leading mouth antiseptics. Hence it gives you 3 times greater protection — gives you 3 times more for your money.

CLAIMS are easy to make until they have to be proved. That's why scientists spent last winter in making one of the largest experiments of its kind ever conducted. They wanted proof of what Pepsodent Antiseptic was worth in fighting colds.

Five hundred people were divided into several groups. Some fought colds by gargling with plain salt and water—some with leading mouth antiseptics—one group used only Pepsodent.

Those who used Pepsodent had 50% fewer colds than any other group.

What's more, those using Pepsodent Antiseptic, who did catch cold, got rid of their colds in half the time. What convincing evi-

dence—what remarkable testimony.

Here is a clear-cut example of the protection Pepsodent Antiseptic gives you.

Know this about antiseptics

Take note! When mixed with an equal part of water many leading mouth antiseptics cannot kill germs. Pepsodent Antiseptic can and does kill germs in 10 seconds—even when it is mixed with 2 parts of water.

That's why Pepsodent goes 3 times as far—gives you 3 times as much for your money—makes \$1 do the work of \$3. Don't gamble with ineffective antiseptics. Be safe. Use Pepsodent Antiseptic—Safe-guard health—and save your hard-earned money.

PEPSODENT ANTISEPTIC



DO BANKERS' WIVES WEAR THE BRIGHT Cutex Coral-Cardinal-Ruby Nails?

CORAL WITH SABLES

Mrs. Charles
Morgan
New York

The brilliant, smart New Yorker—Mrs. Charles Morgan—contrasts the deep brown of her sables with the Cutex Coral on her nails. "The brighter shades in polishes," she says, "are entirely correct. I see them everywhere today, even more than the paler tints."



"OF COURSE," said these
three prominent ones

RIGHT down to their finger tips, the banking ladies are practically the standard for correctness in every community.

And now that even they have gone in for bright finger nails (see above), there's no need for the most timid of you to hold out against your instincts any longer.

So, if you've been secretly yearning to wear Cardinal nails with your new navy spring suit—go ahead!

But don't be foolish and speculate with uncertain, inferior polishes. Buy a polish that can be trusted. Buy *Cutex*.

The 7 smart Cutex shades are made by the World's Authority on the Manicure and have preferred color rating. They'll never streak, peel or blotch.

And whatever you do, remember the big idea is Variety. So check over your spring wardrobe and see that you have the right shade of nail polish for every single costume.

You may as well buy up all the Cutex colors in sight. It won't put you in the red (except as to finger nails)—and just see if it isn't a great big paying investment!

Natural goes with all costumes, best with bright colors—red, blue, bright green, purple, orange, yellow.

Rose is lovely with pastel pink, lavender or blue frocks. Smart with dark green, black, brown.

Coral is a perfect shade with white, pale pink, beige, gray and blue gowns. Also with black or brown.

Cardinal contrasts excitingly with frocks in black, white or pastels. Good with gray, beige or blue.

Garnet is smart with gowns in tawny shades, brown, black, white, beige, gray or burnt orange.

Ruby (new) A real red red you can wear with any costume when you want to be gay.

For the complete manicure use Cutex Cuticle Remover & Nail Cleanser, Polish Remover, Liquid Polish, Nail White (Pencil or Cream), Cuticle Oil or Cream and the new Hand Cream.

NORTHAM WARREN • New York • Montreal • London • Paris

CARDINAL WITH PALE BLUE

Mrs. Ernest Kessler
Philadelphia

The young and lovely Mrs. Kessler is wearing a tea gown of pale blue from Jessie Franklin Turner—with softly flaming Cutex Cardinal nails. "I wouldn't feel dressed without the right tint on my nails. And the deeper the tint, the smarter, I think."



RUBY WITH DARK GREEN

Mrs. Daniel A.
de Menocal
Boston

With a smart, dark green frock and béret from Paris, Mrs. de Menocal wears deep Cutex Ruby nails. "The trick is to vary your nail tint with your gown," Mrs. de Menocal says. "It's absolutely the latest way to achieve accent and individuality." Very easy to do, too.



Generous Bottle of Cutex Liquid
Polish and new Color Wheel
giving correct shade of polish
for every color gown—only 10¢

NORTHAM WARREN, Dept. 4V3
191 Hudson Street • New York, N. Y.
(Canada, address Post Office Box 2320, Montreal)
Enclose 10¢ for the new Cutex Color Wheel and generous bottle of Cutex Liquid Polish in shade checked
☐ Natural ☐ Rose ☐ Coral ☐ Cardinal ☐ Ruby

CUTEX Liquid Polish—only 35¢



take 10 years off your face

TUSSY will do this. This famous French-style lipstick gives you a perfect chance to remodel your lips in outline and color. TUSSY Lipstick comes in these five vital shades—Tea Rose, Apricot, Flame, Rose Coral and Raspberry.

With these shades to choose from, you can make your mouth subtly complement your skin tone, so that your make-up will be provocative and alluring. The rich cream base of TUSSY Lipstick keeps your lips moist and soft.

In 10 seconds, TUSSY can take 10 years off your face—or it can make you more experienced and sophisticated looking. Eat, drink, smoke . . . even kiss when you please . . . the beautiful color of TUSSY lasts and lasts!

SOLD BY ALL LEADING STORES

\$1 Indelible or Non-Indelible

TUSSY

COSMETIQUES

LIPSTICK • ROUGE • NAIL POLISH • FACE CREAMS

MADE BY LESQUENDIEU • INC



BEHIND THE SEAMS

(CONTINUED FROM PAGE 54)

provide much of a break—for business is discussed even in the ship's bar, and one is continually working against time. The minute the clothes are landed, the designer starts to work, changing, adapting, making fresh interpretations of her own. The basic theme of the mode comes from Paris. Yet, in New York, the personality of a good designer shows in his or her variations just as surely as the couturier's per-

sonality shows in the French collection.

Piracy is the bane of the business; "Copying down," the abhorred phrase. It was to stamp out this evil that a group of the most reputable houses in the wholesale business have banded themselves into the Fashion Originators Guild for protection. All the clothes in this ready-to-wear portfolio were selected from wholesale houses that are the cream of the Guild members.

UNDER THE COLOURS

ROUGE et noir, Messieurs-Dames, rouge et noir. Choose your colour, pink or blue, yellow or grey. And, when you choose it, remember you're not taking such a chance after all—for every little colour has a meaning (and an effect) all its own. Regardless of what particular shade happens to be the thing of the hour, there are always these, lurking in the background—eternally a standard, eternally appealing.

THE LITTLE LADY IN WHITE. . . . Every girl, from her christening robe up, is given to understand that gentlemen prefer white. Grandpa calls her "my little angel," when she has on her white Sunday School dress. And, if she has any sense at all, she goes right on angelling from Sunday to Sunday, from graduation to graduation, from wedding to—whoops! Anyway, she finds she creates *un succès fou* when she wears white.

THE LITTLE LADY IN PINK. . . . A great many men say they don't like pink. But an excellent cocktail was named "Pink Lady," if that proves anything. Besides, one doesn't have to walk more than three or four Fifth Avenue blocks before one notices that fully fifty per cent. of any crowd looking in at a lingerie display are of the trousered sex. Not purely from curiosity, we believe; the soft pretty pinks attract them.

THE LITTLE WREN IN BROWN. . . . Most men don't respond to brown except in chocolate cake, or syrup. (And brown can be so chic!) But, at the end of last century, there was a strong masculine concept that the little homebody, the little wren, bustled about on her morning shopping in brown coat, hat, and muff—the dear, bright-eyed little creature. So far as the most intensive research shows, only three and seven-eighths per cent. of all novels written in the last half of last century and the first seven years of this one failed to have the heroine go bustling about in that brown coat, hat, and muff. She often perched a big bunch of violets on the muff, just to heighten the effect.

THE SILVERY NYMPH IN GREY. . . . There are, oddly, two opposing ideals of a woman in grey. One comes from Pennsylvania. The other from Europe. The first is of Quaker origin and stands for everything subdued, genteel. The second connotes the height of sophisti-

cation and taste. The late John Galsworthy filled his saga of Forsytes with women in pale grey. Every time one of his heroines made a particularly devastating impression, Galsworthy had seen to it that she was dressed in grey.

Authors are really most helpful about telling the type of clothes and colours that a man likes. Sudermann (in his novel from which Marlene Dietrich's picture, "The Song of Songs," was mistaken) filled pages with the description of how "Lilly" looked in her violet costume. Anatole France, the dean of French lecherture, completely fell in love with a heroine of his own creation because he had dressed her in a ravishing pale green suit.

Black lace? oooh, naughty! Knows all, covers all, and hides nothing. In the dear dead days when nightgown meant flannel, our modest grannies indulged their vanity by wearing shawls of black lace over their well-rounded arms, or alluring lace or net mitts. Or they even pinned a piece of black net over their pugs: because they'd discovered it was as attractive over hair as over skin. Widows learned early that a becoming little veil was the cause of fully half their merriment.

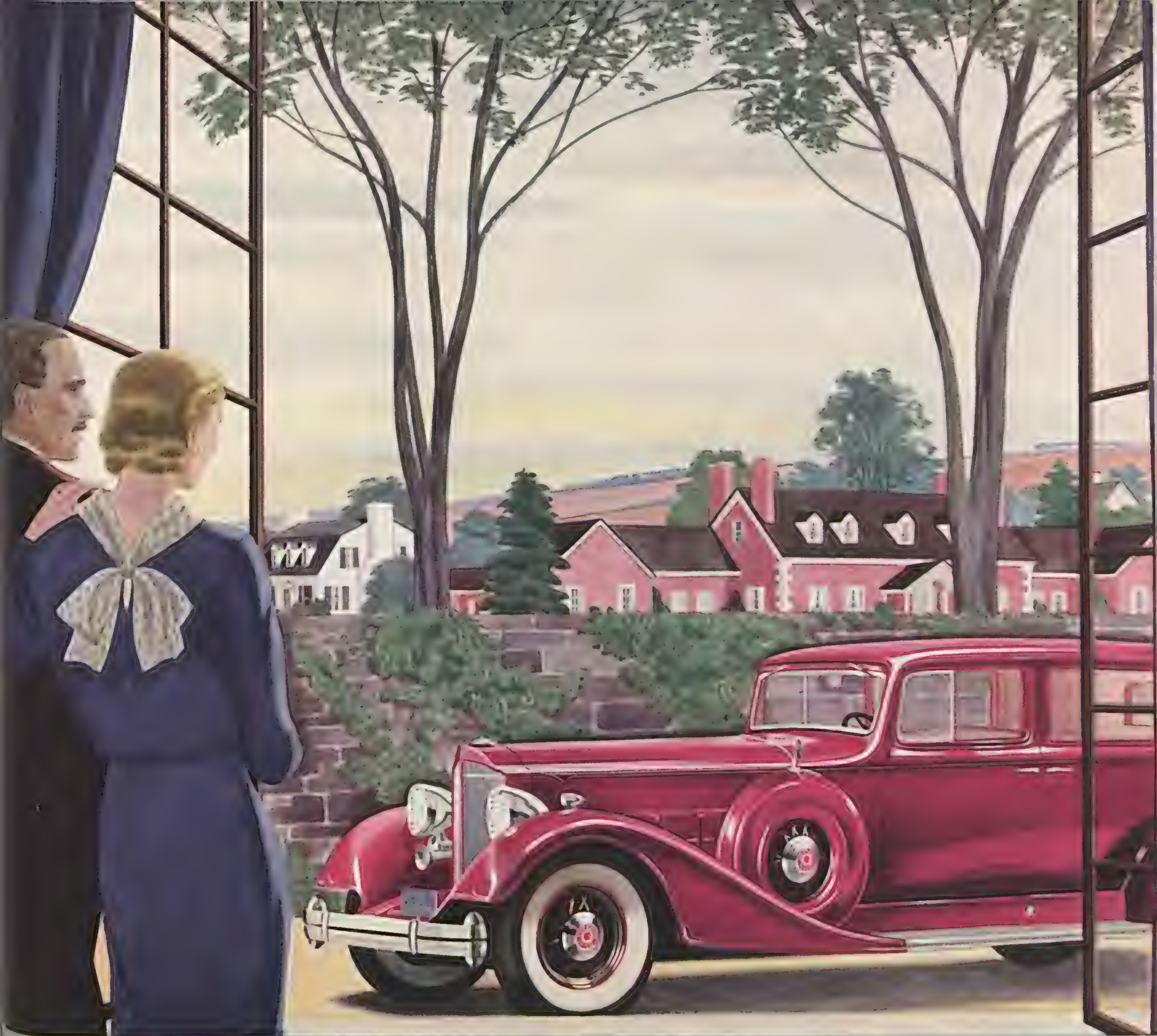
Blue, any blue at all, or any blue that is becoming. True blue, baby-blue, sweet little Alice blue gown, my blue heaven. Blue just seems to do things, for us, to them.

Blue satin sashes on filmy white dresses have stirred masculine heart-strings from Watteau to Sargent, via Gainsborough and Raeburn. Booth Tarkington's "William," however, preferred heliotrope on the white dresses that floated across his line of vision, although, of course, he was only seventeen.

Red and yella catch a fella. Red especially. No matter how sleazy the material, or how poorly cut, a bright red dress is always good for several "Wow's" from the masculine cheering section, whenever it appears on the *champ de bataille*.

We append, finally, for their eternal charm, such fripperies as long white kid gloves, mildly scented. White fox collars on evening wraps. Fans. Flow-ers. Sheer black silk stockings. Almost indistinguishable perfumes. Hats with becomingly shaped, inordinately large brims. Black velvet in all its forms.





THE DAY THAT WAS YEARS IN THE MAKING

- The first car this young couple owned was a small and inexpensive one.
- And even while they were buying it, he told her: "Some day I'm going to buy you a Packard."
- Year followed year. New cars came and went — each but a stepping stone to the car they really wanted.
- And finally the day came. He led her to a window and showed her, there before their home, a gorgeous new Packard. *Their Packard!*

● Yet to them, it was more than a Packard — more than a beautiful, luxurious automobile. To her, it was a vindication of her faith in him. To him, it was a vindication of his belief in his own ability to succeed. To both of them, it was a symbol of everything that is fine in life, of a whole scheme of living.

● Perhaps Packard has meant something like this to you. Perhaps you have wanted one for years, yet have gone on postponing the pleasure it would give you. Why postpone that pleasure

any longer? Right now, give yourself and your family the thrill of owning one of the newest Packards — the one car that, in the eyes of the world, is emblematic of the position in life you have wanted to attain . . . Your Packard dealer will gladly show you the newest Packards, or bring one to your door for a trial trip.

PACKARD

ASK THE MAN WHO OWNS ONE

Daggett and Ramsdell

Creators of Perfect Cold Cream

Established 1890



*Now present
a new and complete selection
of beauty preparations
not exorbitantly priced*



Famous for Purity and Quality

AMERICAN-MADE CLOTHES

Where to find the models illustrated on pages 53 to 61

IF you have read "Behind the Seams" and liked the clothes shown in the sketches and photographs, you may be interested in knowing where, in your own vicinity, these models are to be had. Below is a list of shops where these American-made costumes are available.

PAGE 53: The lady at the left in this group is wearing a black crêpe dress with a stitched white silk jabot, to be found at:

New York—Altman
Chicago—Saks

The dress in the centre of the group is of black wool topped off by a pink grosgrain collar. It's to be had from:

New York—Saks-Fifth Avenue
Chicago—Martha Weathered
Cleveland—Mary Louise
Denver—Neusteter
Detroit—Pack Wolln
Kansas City—Swanson
Los Angeles—Bullock's-Wilshire
Minneapolis—Young-Quinlan
San Francisco—Ransohoff's

The lady at the right wears a navy-blue crêpe dress with the new "Anthony Adverse" neck-line in its collar of sheer crêpe. This dress is to be found at:

New York—Bonwit Teller
Chicago—Blum's Vogue
Chicago—Pearlie Powell
Chicago—Saks
Cleveland—Quinn Maahs
Minneapolis—Calle du Bols
Saint Louis—Klein

PAGE 54: In the sketch at the lower left on this page, the ladies just leaving the luncheon table are wearing two of the smartest of new suits. The checked challis suit at the left is to be had from:

New York—Best
Chicago—Blum's Vogue

The black silk crêpe suit with the dotted velvet blouse is from:

New York—Hattie Carnegie's Ready-to-Wear Shop
Buffalo—Flint and Kent
Cleveland—Milgrim
Detroit—Milgrim
Kansas City—Harzfeld's
Los Angeles—L. Magnin
Saint Paul—Field Schlick
San Francisco—L. Magnin

The chic young woman in front of the fireplace in the large sketch on this same page (page 54) is wearing a brown-and-white suit from:

New York—Saks-Fifth Avenue
Boston—Hickson
Chicago—Blum's Vogue
Cleveland—Quinn Maahs
Detroit—Pack Wolln
Los Angeles—Bullock's-Wilshire
Washington, D. C.—M. Pasternack

PAGE 55: On this page is a trio of smart new models. The lady sitting down is wearing a black, red, and white ensemble that you will find at:

New York—Altman
Chicago—Stanley Korshak Blackstone Shop
San Francisco—Ransohoff's

The navy-blue crêpe ensemble in the centre is from:

New York—Bonwit Teller
Chicago—Stanley Korshak Blackstone Shop
Cleveland—Mary Louise
Dallas—Neiman-Marcus
Kansas City—Jean Coventry
Los Angeles—Bullock's-Wilshire
San Francisco—Ransohoff's

At the right in this same group is a navy-blue woollen suit trimmed with printed linen in natural colour and navy-blue. It is to be had from:

New York—Rose Amado
Boston—Hickson
Buffalo—Mabel Danadhy
Chicago—Blum's Vogue
Chicago—Pearlie Powell
Cleveland—Quinn Maahs
Dallas—Neiman-Marcus
San Francisco—Ransohoff's

PAGE 56: In the photograph on this page, the beige woollen suit with a plaid cape (shown at the left) is to be found at:

New York—Bonwit Teller
Chicago—Blum's Vogue
San Francisco—Ransohoff's

The trim blue suit with a blue-and-red checked jacket that is shown at the right on page 56 is from:

New York—Saks-Fifth Avenue
Chicago—Martha Weathered
Los Angeles—Bullock's-Wilshire
Minneapolis—Young-Quinlan
San Francisco—Ransohoff's

PAGE 57: The grey suit worn by the lady in the photograph on this page is obtainable from:

New York—Saks-Fifth Avenue
Buffalo—Gomez-Cutler
Chicago—Charles A. Stevens
Kansas City—Harzfeld's
Los Angeles—Bullock's-Wilshire
Portland, Oregon—Meler and Frank
Saint Louis—Famous and Barr
Washington, D. C.—M. Pasternack

PAGE 58: In the photograph on this page, the striking ensemble of navy-blue and yellow plaid is obtainable from:

New York—Milgrim
Cleveland—Milgrim
Detroit—Milgrim
Detroit—Pack Wolln

PAGE 59: The lady at the left is wearing a navy-blue wool redingote over a red-and-white print frock. It's to be had at:

New York—The Tailored Woman
Boston—Fillene's
Chicago—Martha Weathered
Cleveland—Halle Brothers
Dallas—Neiman-Marcus
Detroit—Irving's
San Francisco—Livingston Brothers

The lady turning her back to the camera (also on page 59) is wearing a blue wool dress obtainable from:

New York—Sada Sacks
Boston—Miss Moore's
Chicago—Martha Weathered
Cleveland—Mary Louise
Denver—Neusteter
Detroit—Irving's
Kansas City—Swanson
Minneapolis—Young-Quinlan
Los Angeles—L. Magnin
Saint Louis—Madeline et Cie
San Francisco—L. Magnin

PAGE 60: The charming black chifon dinner-suit shown on this page is to be had at:

New York—Bergdorf Goodman

PAGE 61: The lady at the left on this page is wearing a black organza dinner-frock from:

New York—Bergdorf Goodman
Los Angeles—Bullock's-Wilshire
San Francisco—Ransohoff's

The lady beside her is wearing a stiffened black net dinner-frock that you will find at the following shops:

New York—Bruck-Weiss
Buffalo—Gomez-Cutler
Chicago—Blum's Vogue
Chicago—Pearlie Powell
Chicago—Saks
Cleveland—Quinn Maahs
Dallas—Neiman-Marcus
Kansas City—Harzfeld's
Kansas City—Madeline et Cie
Los Angeles—L. Magnin
Saint Louis—Klein's
San Francisco—L. Magnin

SEE WHAT **A** RNOLD IS DOINGIN THIS NEW *Service Calf* FOR SPORT SHOES

The new Service Calf, especially in the way it has been developed in Arnold Authentics, is the leather you should know about this season. It is a bit on the rugged side, as a sport shoe should be, but so soft that it makes up beautifully.

Arnoldaire (at the top) is a grand shoe for "spectating." . . . Wear it with or without the kiltie tongue, as suits the occasion. *Arnoldeagle* (below it) is the shoe you will want for golf. Arnold Authentics—in all colors and styles of leathers—are mostly \$10.50. Some cost less. Their Arnold Glove Grip construction means snug-fitting comfort such as you've never known before.

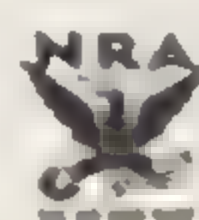
Top Shelf. ARNOLDAIRE'S detachable kiltie tongue makes it doubly useful . . . for town as well as country. In rich russet brown, with flexible leather sole.

Lower Shelf. ARNOLDEAGLE, in the new Hemp shade, is smartly laced with a leather thong. Its Darex sole is good for golf . . . and things like that.



HOW TO PUTT BETTER

Send for this little book that tells and actually shows you how to improve your putting . . . Address: Department V
M. N. ARNOLD SHOE CO., South Weymouth, Mass.

FOR MEN
& WOMENARNOLD
authentics



D I S T I N C T I O N



Springtime in Paris

Springtime in Paris perfume will bring to you the distinction of exquisite taste in personal things. It has a character all its own. Be sure to see the complete series of Springtime in Paris beauty aids, in lovely pale blue and gold containers, at the better department and drug stores.

Face Powder \$1.25

Perfume \$1.25 to \$10.00

Lipstick \$1.25

Vanities \$1.25 to \$2.75

B O U R J O I S

ANSWERS TO CORRESPONDENTS

ANY reader can obtain from Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on costume and fashion; on household decoration; on shops dealing in merchandise of interest to Vogue readers; and on other subjects that fall within the scope of this magazine.

RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the beginning or end of every letter.

(2) In order to answer all inquiries promptly, Vogue suggests that as few questions as possible be asked in any one letter; a reply may be delayed because of totally unrelated questions, any one of which may require a considerable amount of research to answer it adequately.

(3) Unless requested to keep a reply confidential, Vogue is privileged to publish any inquiry and answer that it considers of interest to its readers.

Mrs. C. J.: Please tell me where, when, and how after-dinner coffee-cups and saucers are used.

Ans.: After-dinner coffee-cups and saucers are used to serve coffee after luncheon and dinner. If the guests have retired to the living-room, one servant may bring in a tray, holding small cups and saucers (the spoons on the saucers), the sugar bowl, and a small cream jug. Another may follow with a smaller tray on which is the coffee-pot. When the guest has taken the cup and put in the sugar (very few people take cream in after-dinner coffee), the bearer of the coffee-pot fills the cup. In houses where only one person does the waiting, the coffee-pot is naturally set on the tray with the cups. Many hostesses, however, prefer to serve the coffee themselves. The cups, saucers, and the coffee-pot, the cream and the sugar are set on a low table in front of the hostess, and a servant brings each guest his cup on a small tray. If the men have remained behind in the dining-room, they are served their coffee at table. Different houses have different rules. Whichever makes service go smoothly and quickly is the best one to adopt.

Mrs. S. W.: How should a divorced woman sign her name? How should her cards be engraved, and how should stationery with a business letter-head be marked?

Ans.: A divorced woman combines her maiden surname with that of her husband. She should not use her maiden title nor her maiden name prefixed by Mrs. For instance, you might be known as "Mrs. Jackson Jones," and this name should be engraved on your visiting-cards and printed on your business writing-paper. And you would continue to sign your name as before, "Mary J. Jones"; and on business letters,

"Mary J. Jones
(Mrs. Jackson Jones)"

Mrs. D. P.: In sending a present from a man and his wife, which is the correct way to write the card—with the man's or the lady's name first?

Ans.: Although on a joint visiting-card, the man's name precedes the woman's, on a card which accompanies a gift, it is correct to have either name first—that is, "Mary and John," or "John and Mary." If the man wrote the names, he would put his wife's first; if the woman did, she would put her husband's name first.

Mrs. L. R.: Will you please tell me if it is correct to use salad forks or spoons for ice-cream, if one has no real ice-cream forks?

Ans.: The correct implements to use for eating any dessert, including ice-cream, are the dessertspoon and second-sized fork, sometimes called a luncheon fork.

Miss K. H.: Will you please give suggestions for a big church wedding in the evening? It is to be either in May or June. The bride wants it to be both pretty and smart, but not too expensive.

Ans.: Any of the lovely spring colours are charming for a wedding at that season: lilacs, soft shell-pinks, apricot shades, blush-rose colour, delicate blues, greens, and faint yellows. Sometimes, gradations of the same colour make the best effect; sometimes, certain shades combined, such as mauve and pinkish orchid, or blue contrasted with green of the same tone value, or faint yellow and flame colour. Whatever the colour scheme selected, we suggest that the gowns of the attendants be all alike, with the maid of honour in a gown of either a contrasting colour or a deeper shade of the same colour. Since décolletage is never correct in a church, the gowns must have a cape, a jacket, or some other shoulder arrangement. Gloves are not necessary, but, if they complete the costumes, they may be worn.

Mrs. F. D.: I should very much appreciate your enlightening me on the following questions of wedding etiquette. My wedding is to take place at a quarter of four in the afternoon. Should the ushers, best man, and groom wear spats? Should they all wear gloves? What kind of ties should they wear? How should they wear the flowers in their lapels? Should the colour of their spats and gloves match? Should the groom's gloves be different from those of the others? What colour waistcoats?

Ans.: Men usually wear spats to match their waistcoats when wearing a cutaway coat and striped trousers. Gloves are not worn during the ceremony. The groom, best man, and ushers usually leave their gloves with their hats. White, grey, or buff coloured gloves are correct. With formal attire, a man may wear an Ascot or a four-in-hand necktie. All-grey or black-and-white neckties may be worn. The boutonniere may either be pinned on or stuck through the buttonhole. The gloves and spats usually match. In general, the groom dresses like the other men in the wedding party, but his necktie is usually different. The waistcoat may be buff, grey, or white.

Mrs. E. F.: Since the advent of bridge playing and dancing on Sunday, is it (Continued on page 113)

L is for Luxable M for McCutcheon's



Shiroshaker's It—!
the sports togs' hit—



In fact, it's just dee-vine
for gals with any line



A Liberty Lawr'ahn-samble"
for an afternoon ramble



Shirting of Jap silk
for sports of every ilk



Swiss Or-gan-die
is the P.M. frock for me



A striped silk "tunique"
for evening wear is unique



Gentle Lux care
makes them all wear
longer, and stay stronger



There's spring in the air! You may not believe it as you face up Fifth Avenue, but inside McCutcheon's you find spring in full bloom. Their famous piece goods department is filled with the most exciting cottons and linens that make you start sewing and praying for summer.

They're smart as anything and what's more, they're practical! For these enchanting fabrics wash beautifully in Lux. Every single one on this page has been Lux-tested and after five washings not even McCutcheon experts could tell them from new. No wonder they advise Lux!

McCutcheon's say, "We know from

repeated testings that Lux is safe for any fabric that is safe in water alone. It has none of the harmful alkali ordinary soaps often have . . . that's why it won't streak lovely colors or weaken delicate fabrics."

Better plan your Luxable wardrobe now. Don't put off till tomorrow, we're warning you! Write to McCutcheon's for samples of any or all of these fabrics. Ask them about other washable things, too.

• All materials shown are 36 in. wide. The sketches are Vogue patterns—Top row: 6577 (\$.85 yd.); 6596 (\$.85 yd.); 6602 (\$1.00 yd.); second row: 6582 (\$1.95 yd.); 6597 (\$1.50 yd.); 3694 (\$1.95 yd.).

Westbury Shirtfrocks

Tailored to the Last Inch from
FABRICS

Sanforized-Shrunk



These Westbury Shirtfrocks are the best little fitters you've ever seen in cottons. They dare to fit so trimly because the fabrics are Sanforized-shrunk . . . safeguarded fully from shrinking out of fit.

Well cut and perfectly tailored from mannish new cottons . . . all fast colors, all Sanforized-shrunk . . . all safe for tubbing. They are identified by a yellow tag marked Sanforized-shrunk.

A—Striped Shirting. Red-Gray, Brown-Orange, Two Blues. Sizes 14-20.

B—Checked Shirting. Red, Brown, Blue. Sizes 16-42.

C—Double Checked Shirting. Green-Navy, Red-Black, Brown-Gold. Sizes 14-20.

SEE THEM AT LEADING STORES

\$3.95

LOOK FOR
This Yellow Tag



SANFORIZED PROCESS OF CONTROLLED SHRINKAGE
Cluett, Peabody & Co inc. Patentees. 40 Worth St. NYC

DESIGNS FOR PRACTICAL DRESSMAKING



• FROCK No. 3416—Make it of taffeta, ankle length, for big sister; and of silk crêpe, shorter, for little sister. Designed for sizes 10 to 14

• FROCK No. 3425—Of taffeta, ankle length or shorter, it's a youthful party dress. Designed for sizes 8 to 14

• FROCK No. 3424—This little frock may have elbow-length sleeves, or a shoulder ruffle, or both. Sheer crêpe. Designed for sizes 10 to 14

• FROCK No. 3415—A neat sleeveless frock that may be worn with or without a guimpe. Make it of wool or of gingham. Designed for sizes 6 to 14

• FROCK No. 3430—A one-piece frock of soft crêpey woollen. Epaulets are optional. Designed for sizes 10 to 14

• ENSEMBLE No. 3422—A blouse, a skirt, and a collarless jacket compose this woollen ensemble. The buttons and the patch pockets are ever so smart. Designed for sizes 8 to 14

• SUIT No. 3431—Straight trousers of cheviot and a blouse of handkerchief linen make a neat suit for dress or play. Designed for sizes 2 and 4

• KNICKERS No. 3421 BOYS' SHIRT No. 3420—A "regular" shirt and knickers that will please any "Regular Feller." Designed for sizes 8 to 14

• BOYS' COAT AND HAT No. 3419—A good-looking hat and coat of heavy tweed, with raglan sleeves and a convertible collar that buttons snugly at the throat. Designed for sizes 1 to 8

ANSWERS TO CORRESPONDENTS

(CONTINUED FROM PAGE 110)

correct to wear evening dress? Does it not depend on the wishes of the hostess, on such occasions?

Ans.: It is certainly more correct to dress for dinner—indeed, if one is invited to a large party on Sunday evening, it would be incorrect not to dress unless the hostess specifies beforehand "Don't dress." If the invitations are given informally over the telephone, the hostess might say, "Tell Jack that Ted is wearing a black tie." (Of course, meaning a dinner-jacket.) Or if the hostess fails to say how to dress, one would probably say, "Shall I dress?" Formal invitations always imply formal dressing.

Miss L. B.: In sending out wedding announcements, is one addressed to each grown member of a family, as in the case of the invitations?

Ans.: Wedding invitations and announcements should never be sent to "Mr. Brown and family." If there are several unmarried daughters, they may be addressed as the "Misses Brown," and in the case of several sons, as the "Messrs. Brown."

Miss B. F.: In writing thank-you notes for wedding presents, should both the bride and the groom sign their names? Should thank-you notes be sent to those you have thanked personally?

Ans.: In writing thank-you notes for wedding presents, it is not necessary to sign both names. But it is always advisable to mention the groom's name in the letter. For instance:

"Dear Mrs. Smith:
Every time I look at the beautiful tray, I feel puffed up with pride. How awfully good of you to send us such a lovely present. Both Jim and I want to thank you for it.

Most gratefully yours,
Mary Jones"

It is not absolutely necessary to write a note of thanks to those one has thanked personally.

Miss K. J.: For a wedding at twelve in the morning, what sort of dresses and suits should the bridal party wear? The ceremony is going to be held in the living-room of my home, some time next June. Would the traditional wedding gown with a train and veil and orange-blossoms be out of place?

Ans.: It is always correct for a bride at her first marriage to wear white, but, if she wears the conventional bridal attire with a veil, the wedding is considered a formal one, no matter how small it may be. And the correct attire for the groom and men in the wedding party at a formal daytime wedding is a cutaway coat and striped trousers. However, if a veil is not worn, the men might wear dark business suits.

An all-white wedding is always a charming idea, and especially appropriate for June. The two attendants might carry bouquets of white daisies, while the bridal bouquet might be the more usual one of white orchids and lilies-of-the-valley. Or a bit of colour might be introduced into the ensemble by having the attendants wear

blue jackets and carry bouquets of delphiniums and white roses. If neither of these ideas appeals to you, the attendants might wear dresses of soft apple-green organdie and carry bouquets of mignonette and pink snapdragons.

Mrs. W. C.: I wish to announce the engagement of my daughter, who is living in New York City. My home is in Havana, Cuba, and, as I can not give any sort of a party for her, what would be the proper form of announcement?

Ans.: As it is not a smart custom to send out cards announcing an engagement, and, since you are living so far away and are not able to be here to announce your daughter's engagement, we suggest that you send a short notice to the society editors of the daily newspapers. This might be worded something like this:

"Mr. and Mrs. Thomas Smith, of Havana, Cuba, are announcing to-day the engagement of their daughter, Priscilla, to Mr. Francis Roberts, only son of Mr. and Mrs. Theodore Roberts, of Washington, D. C."

Mrs. R. S.: Will you kindly tell me how one announces the arrival of a baby to out-of-town friends?

Ans.: The correct way to announce the birth of a baby is to telephone, telegraph, or write to those who have a particular interest in the event. The sending of a baby's card tied with white ribbon to the card of its parents is a friendly custom, but not a fashionable one.

Mrs. C. C.: Will you please give me the correct form for cards? My husband has his grandfather's name. Both of the grandparents are dead. Is it correct for my cards to read Mrs. C—S—, II?

Ans.: When the grandfather for whom a grandson is named dies, the grandson drops the "II," and uses the grandfather's name without the numeral. Your cards and his cards should both read, "Mrs. (or Mr.) C—S—."

Miss S. N.: Will you be kind enough to tell me what weight clothes I shall want in Mexico during the winter? I plan to be there, with Mexico City as my headquarters, until mid-April, with week-ends in Cuernavaca.

Ans.: In Mexico City, the climate is mild and springlike the year round, and one wears there the same type and weight of clothes that one wears in New York City in April, so that darker clothes are more appropriate than extremely light ones. After sundown, the air grows suddenly quite chilly, so it is important to be prepared with an extra fur or wrap. The life is very gay in the capital, and the evenings are particularly so.

Cuernavaca is Mexico's most popular resort, and you will need light coloured spectator sports frocks and white accessories to wear there. Although it is only fifty miles from Mexico City and only a few hundred feet lower, the surrounding volcanic ranges (Continued on page 114)

AS DESIGNED BY

Henri Bendel, Inc.
Ten West Fifty-Seventh Street

THE PRINTED EVENING GOWN



Black background with scattering of daisies in moderne red and white. The soft neckline and graceful appliquéd hem are both smart and youthful.

*The Spring Collection of
Exclusive Bendel Offerings
in all departments is now being shown*

in St. Louis...at
**SCRUGGS
 VANDERVOORT
 and BARNEY**



Women Who Value Figure Beauty
 Choose...MisSimplicity*

Figure Beauty...more than facial beauty...is the standard by which modern women are judged. Figures are too important to trust to ordinary foundations. That's why wherever Gossard's MisSimplicity is featured, it catches the appraising eye of the fashion-minded...who are quick to see that the diagonal pull of the back-straps raises the bust, slims the waist and flattens both the diaphragm and abdomen. The MisSimplicity sketched is of lace and Skinner's satin.

*Reg. U. S. Pat. Off. Pat. No. 1,859,198

The GOSSARD *Line of Beauty*

THE H. W. GOSSARD CO., Chicago • New York • San Francisco • Dallas
 Atlanta • London • Toronto • Sydney • Melbourne • Buenos Aires



NEW FRENCH UNDERSTUDIES



- Mirande's straw crêpe satin vest and pantie (below) button together to form a combination
- Vonny's girdle-pantie of satin Lastex and net-lined lace
- Fitted black satin and lace evening pantie, from Mirande



- A blue crêpe satin nightgown has an uplifting brassière incorporated in it—Gloriane's idea
- Gloriane's slip (above) dispenses with an extra brassière, as the top is shaped to mould the bust. Flesh lace over net

ANSWERS TO CORRESPONDENTS

(CONTINUED FROM PAGE 113)

protect it from the cold winds which sometimes sweep the capital. Cuernavaca is more like Sicily or the Riviera, and the same type of clothes are worn there.

Mrs. R. H.: Will you please send me some ideas for a buffet supper?

Ans.: In planning a buffet supper, it is very important to select food that can be eaten without a knife, as it is difficult to balance a plate and food when standing. Here are three menus that include a hot course, are well-balanced, and are easy to prepare and serve.

- | | |
|------------------|-------------------------|
| I. | |
| Clam Broth | Aspic Salad |
| Cold Cuts | Small Sandwiches |
| Hot Biscuits | Raspberry Ice |
| | Black Coffee |
| II. | |
| Caviar Canapés | Shoe-String Potatoes |
| Lobster Timbales | Vegetable Salad |
| Virginia Ham | Cherry Tarts |
| | Black Coffee |
| III. | |
| Clam Broth | Toasted English Muffins |
| Chicken Mousse | Fruit Compote |
| | Sponge Cake |
| | Black Coffee |

Miss J. C.: What uniforms do you consider requisite for a butler in a large suburban house?

Ans.: A butler in a large house, unless he has other duties to perform,

wears a dark sack suit in the mornings; a cutaway coat and grey striped trousers for luncheon and tea; and for dinner, an evening coat, black low-cut waistcoat, and black trousers without side braiding, stiff plain white shirt and collar, and white bow tie. However, a man who is house man, valet, cook, and waiter can not be dressed with the formality of a butler. He should have some sort of day costume; a dark sack suit would be suitable. Or a jacket with a shawl collar piped with silver braid and a black tie could be worn in the morning and for lunch. For dinner, a house man might wear a white linen jacket and waistcoat. It might be possible to use blue or black cloth instead of linen in cold weather, but, for a man whose duties take him to the kitchen range every few minutes, the white jacket seems more appropriate.

Mrs. M. E.: Please tell me the correct way to initial silver.

Ans.: Because the marking of silver makes it much more personal, it is always desirable to have one's silver marked. And, if marking is done at all, it should never be just a single letter, which always looks commercial, since it can be turned out by the thousands. The initials of the wife are usually worked into a monogram.

DESIGNS FOR PRACTICAL DRESSMAKING



PYJAMAS No. 6469—"Easy-to-Make" pyjamas with an amusing collar. Designed for sizes 14 to 20; 32 to 38

SLIP No. 6482—"Easy-to-Make" princess with bodice fulness and shaped sides. Designed for sizes 32 to 44

DANCE SET No. 6488—Shaped brassière; straight pantie with yoke. Designed for sizes 14 to 20; 32 to 38

NÉGLIGÉ No. 6458—It may be plain or have ruffled sleeves and flounce. Designed for small, medium, or large

PANTIE No. 6484—"Easy-to-Make," bias pantie, hand-faggoted or lace trimmed. Designed for sizes 27 to 36

NIGHTGOWN No. 6485—This has new low fulness and optional bretelles. Designed for small, medium, or large

ANSWERS TO CORRESPONDENTS

(CONTINUED FROM PAGE 114)

Mrs. E. S.: Would you please tell me if it is good form for a business woman employed by a man to lunch or dine with him? I should also like to know on what occasions a woman rises when she is introduced.

Ans.: Whether it is correct for a woman to lunch or dine with her employer depends upon her social position and her position in regard to him. There is no etiquette about it. If they are discussing business, a quiet-looking woman might go almost anywhere with her employer. A young and conspicuous-looking girl might expose herself and him to comment.

A woman always rises if the introduction is made to an older person, or by an older person; or to a woman of her own age by another woman of her own age. Also, whenever and wherever she may be considered hostess. A girl in her parents' house, for instance, should get up to meet an incoming guest. A girl sitting down at a party need do no more than bow or stretch out a hand to a young man introduced by another young man. If he

were introduced by an older woman, she would rise, because she must not sit while an elder stands.

Mr. R. M.: If a man who is smoking on the street sees the motor of a woman he knows stop beside him, and he goes to speak to her, should he throw away his cigarette or cigar?

Ans.: If the interview is to last only an instant, he might hold his cigar in his hand. If the lady stopped to talk for several minutes, or if she invited him to drive with her, he would naturally throw away his cigar—at the very least, he would offer to do so.

Mrs. L. D.: Please tell me who should give the first sign of recognition when a man and woman meet?

Ans.: A woman is supposed to have the privilege of giving the first sign of recognition. It is intended as a protection, for only in this way does she have the opportunity of refusing an acquaintance she may not care to pursue.



THIS is Stetson's "Zephyr." So named because it's made of that delightful straw—Baku—which, above all others, is soft yet crisp—light, fine and cool. Zephyr is just right for spring suits, spring prints. In new-season colors... in Baku, Ballibuntal, or felt... at all smart Stetson shops. John B. Stetson Company, 358 Fifth Ave., New York.

STETSON HATS

for Women



the secret of Style REVEALED



Beautifully tailored combination developed in the NEMOLASTIK two-way stretch—perfection for women who require over size 36. Unique low-back. Shapely top of lovely Alençon lace.

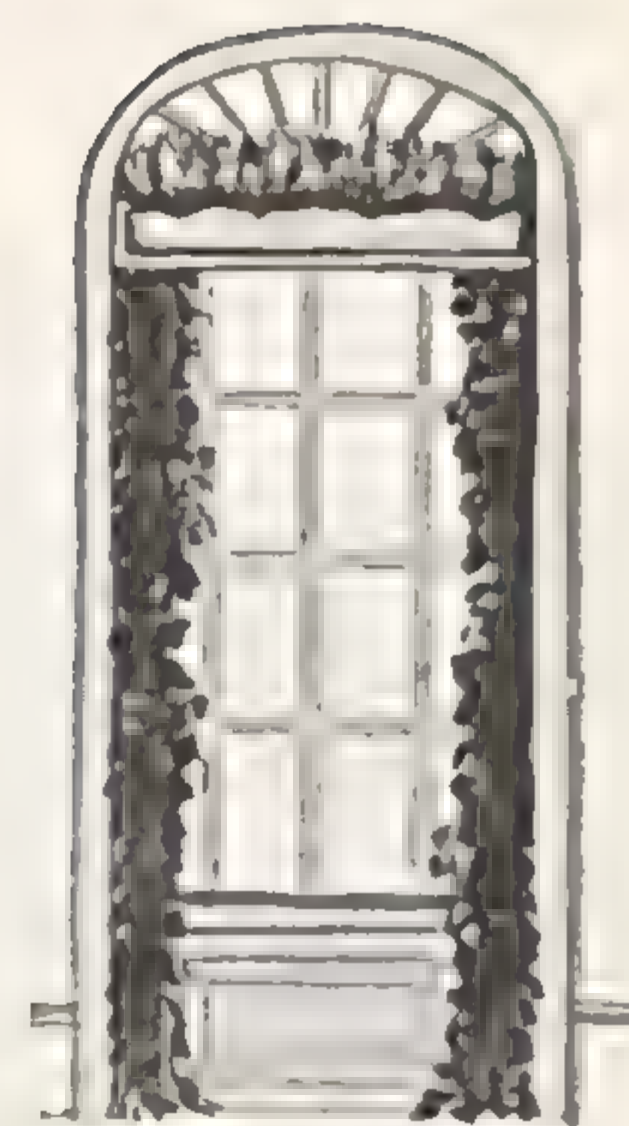
Ease, grace, poise, complete naturalness—these are the secrets of style for women who require over size "36." And these are obtainable only through the wonderful moulding qualities of Nemolastik. The foundation represented is illustrative of the thorough manner in which McCreery seeks to procure couturier effects for varying needs.

"SENSATIONS" FOR THE SLENDER

McCREERY'S

FIFTH AVENUE

34th STREET CORSET SALON—THIRD FLOOR



BUILD YOUR HOUSE WITH FLOWERS

(CONTINUED FROM PAGE 48)

reason to decorate for some special occasion a large room with pilasters of laurel leaves placed architecturally against the walls. Against pale yellow, the dark green sheen of the closely woven leaves makes a brilliant effect. A more permanent decoration of these same laurel leaves has been contrived for an overmantel space in a room with salmon-pink walls. A flat garland about four feet in length with three-foot swags at each end was suspended from two Empire ormolu tie-backs placed just below the cornice. Below the garland was hung a circular portrait in its

old gilt frame, the arrangement having been designed after the decorations seen in an old Biedermeier silhouette.

For a morning or breakfast room, Mr. Reynolds has designed the curtains of living green under a valance of flowers, shown above. The valance is composed of a narrow shelf bordered with painted tin scallops, which hide pots of hyacinths or cottage tulips. At each side of the window, set into the recess two feet apart, are shelves holding pots of heavy ivy or of maidenhair fern, which makes a semitransparent curtain of green that thrives in the light.

VERDICT FROM TEN FRENCH DESIGNERS

(CONTINUED FROM PAGE 36)

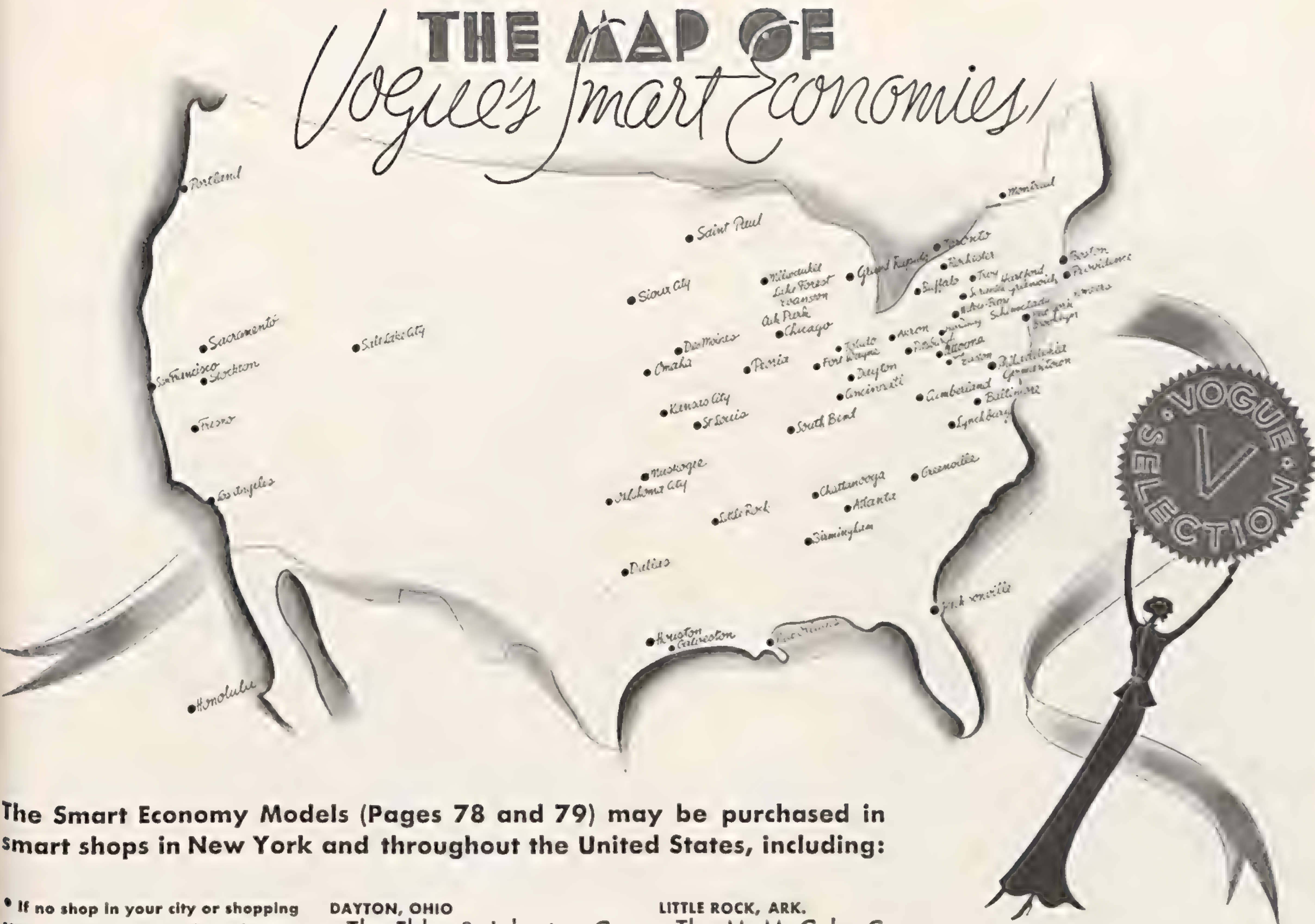
collarless, coolie coats or chiffon capes laden with ostrich plumes."

PATOU, cross-legged on the floor of one of his big drawing-rooms, says, "My new collection strikes a compromise between the two fashion poles. It's neither conservative nor eccentrically exaggerated. For evening, there's dynamic back movement. I like women to look, not like Juno, but like Diana—moving, spirited, with shoulders thrust back. Shoulder wings, volants, and swishing tails contribute to this back movement. Skirts are much more important than bodices; legs must look long and slim. My evening skirts always acknowledge that there are legs underneath. Often, they're slit in front, back, or at one side, or scalloped deeply to reveal the feet and ankles. My new colours are sapphire-blue, citron-yellow, almond-green, and a lively violet that is beautiful for blondes or brunettes. But I think brunettes are soon going to have their day. For the first time in this collection, I'm showing dresses for cinema actresses—a step towards the future, for the cinema is a great medium of clothes expression and the French *couture* are not indifferent to it."

SCHIAPARELLI, standing against the filing cabinets of fabrics in her back atelier, says, "I've tamed down my stormy-weather line. Now, my silhouette is like a bird or a fish. Revers push forward, but are more subdued; jabots and full-front blouses encourage a pouter-pigeon bosom. And in back, just below the belt on what you call the posterior, I'm putting small wings or fins to give a bird-like movement. Often, they're nothing but folds of fabric jutting through the vent of a short

jacket. My jackets are either very short or swagger knee-lengths, the latter belted or unbelted. I like to see women look slightly exotic, so, for evening, I'm using colours like the plumage of South Sea birds—flamingos, love-birds, and canaries. For day, my new shades are eucalyptus, grey, rose-of-France pink, and poilu-blue. I'm disgusted with off-the-face hats—no woman over twenty-five ought to put one on. My new hats have brims wider in front, some of them fluted, some like policemen's visors. For the first time, I'm using net and chiffon at night, but not in fluffy ways. They are shirred in a shell manner or used in thick layers to look tailored. Evening skirts are very slinky, and practically all of them are slit, with inserts of pleated taffeta."

WORTH, behind his large desk, says, "I am cutting my new clothes more on the straight, less on the bias. It makes lines more youthful, slim, and clean-cut. At night, I like to see women well-covered up. They are more romantic that way. Most of my evening dresses show very little back and have bateau necks, covered shoulders, and sleeves, and the result is infinitely young. Even when you pick up my trains, you don't see flashes of legs, but a gay, contrasting chiffon underskirt instead. Cinemas, stage, and beaches are making us tire of legs. It wouldn't surprise me if the day of longer skirts is soon coming. Capes I consider the ideal evening wraps. I have made several models with monkish hoods in back. One of a beautiful greyish slipper satin lined in black is worn over a black satin dress. And something amusing are my high linen boots for beach wear—made exactly like riding-boots."



The Smart Economy Models (Pages 78 and 79) may be purchased in smart shops in New York and throughout the United States, including:

• If no shop in your city or shopping center is listed here, write to Vogue, 420 Lexington Ave., New York City, and we will be glad to give you the address where the Smart Economies are available. Be sure to state what model or models you are interested in. Enclose stamped, addressed envelope.

AKRON, OHIO
The M. O'Neil Co.
ALTOONA, PA.
Simmonds
ATLANTA, GA.
Davison-Paxon Co.
BALTIMORE, MD.
Bonwit Lennon & Co.
Hochschild, Kohn & Co.
BIRMINGHAM, ALA.
Burger-Phillips Company
BOSTON, MASS.
R. H. Stearns Company
BROOKLYN, N. Y.
Abraham & Straus, Inc.
Frederick Loeser & Co., Inc.
BUFFALO, N. Y.
Flint & Kent
CHATTANOOGA, TENN.
Miller Bros. Co.
CHICAGO, ILL.
Marshall Field & Co.
Carson Pirie Scott & Co.
CINCINNATI, OHIO
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CUMBERLAND, MD.
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FORT WAYNE, IND.
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FRESNO, CALIF.
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Donna May Shop
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Robert Cherry Sons
GRAND RAPIDS, MICH.
Herpolsheimer Co.
GREENVILLE, S. C.
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GREENWICH, CONN.
Franklin Simon & Co.
HARRISBURG, PA.
Worth's
HARTFORD, CONN.
G. Fox & Co.
HONOLULU, HAWAII
The Liberty House
HOUSTON, TEXAS
The Patio Shop
JACKSONVILLE, FLA.
Cohen Brothers
KANSAS CITY, MO.
Rothschilds on Main at 10th
Geo. B. Peck Dry Goods Co.
LAKE FOREST, ILL.
Marshall Field & Co.

LITTLE ROCK, ARK.
The M. M. Cohn Co.
LOS ANGELES, CALIF.
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Gimbel's
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D. H. Holmes Co., Ltd.
OAK PARK, ILL.
Marshall Field & Co.
OKLAHOMA CITY, OKLA.
Rorabaugh-Brown
D. Gds. Co.
OMAHA, NEB.
Thomas Kilpatrick & Co.
PEORIA, ILL.
Block & Kuhl Co.
PHILADELPHIA, PA.
The Blum Store
B. F. Dewees
PITTSBURGH, PA.
Joseph Horne Co.
Kaufmann's
PORTLAND, OREGON
Meier & Frank Co.
PROVIDENCE, R. I.
Gladding's
ROCHESTER, N. Y.
McCurdy & Co.

SACRAMENTO, CALIF.
Hale Bros. Inc.
ST. LOUIS, MO.
Scruggs-Vandervoort-Barney Dry Goods Co.
SAINT PAUL, MINN.
The Golden Rule
SALT LAKE CITY, UTAH
Auerbach Co.
SAN FRANCISCO, CALIF.
City of Paris D. Goods Co.
The White House
SCHENECTADY, N. Y.
H. S. Barney Co.
SCRANTON, PA.
The Heinz Store
SIOUX CITY, IOWA
T. S. Martin Co.
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George Wyman & Co.
STOCKTON, CALIF.
Levinson's Dress Shoppe
TOLEDO, OHIO
Shop of Gerald Pheatt
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Robert Simpson Co., Ltd.
TROY, N. Y.
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WILKES-BARRE, PA.
The Isaac Long Store
YONKERS, N. Y.
The Fashion Shop
YORK, PA.
Worth's



Attache... *A Koret ambassador to the court of fashion*

THE PROPER ACCENT for your clothes this Spring must be English and the correct English accent is a Koret handbag.

All the new bags for Spring by Koret have an English air in delightful harmony with Tweeds and Worsteds.

They're classic in design... perfect in material and workmanship... sold in the finest shops in the smartest cities the world over... and carried by the best-dressed women everywhere.

Inside of every bag made by Koret you will find the gazelle*... the royal coat of arms of the foremost designer and maker of handbags.



*TRADE MARK REGISTERED

BACKSTAGE

(CONTINUED FROM PAGE 45)

Dear Vogue Writers:

Vogue is one of my favrit magazines, and I enjoy looking at them. I loved the paper dolls you put in August Vogue. And I do wish you would put them in regurly. Why don't you put a doll in and cant you her wardrobe (*a little obscure right here, but we get it*) Your magazine is a very lovly one.

Lots of Love,
Nancy Brown
St. Louis,
Mo.

Now why can't everybody be like that? It must be youth. In ten years, Nancy Brown will be writing us angrily about the omission of a comma on page 28 of the April 15th issue. We fail to see, incidentally, why letters referring to mistakes should be so vituperative in tone. We are, after all, a human organism and therefore open to error. There must be a perverse pleasure in writing nasty letters.

Some one sends us a menu card which the Colisée Restaurant in Paris provides for the lady who comes in to lunch with her dog.

POUR VOTRE TOUTOUMADAME
MENU

La Patee de Bouky
(consomme, pain, pommes de terre)Offerte
Le regal de Nica
(Consomme, gressins, carottes nouvelles, viande hachee) 2."
"Dogs' Vegetables"
(Epinards, carottes nouvelles,

haricots verts frais, cuits a L'anglaise) 3."
Le "Caniphos" specialite Duquesne (Biscuits de legumes seches et viande, servis tiede en soupe) 3."
A few more tidbits follow, ending with "Le Dessert de nos Toutous" and a little drawing of dogs guzzling. As you can gather, the whole thing is excessively French, including the dogs.

The christening contest of our February 1 issue gave rise to this burst of lyricism, which we print because of the vaguely perverse pleasure it gives us. We are enchanted by the coyness of its idiom.

REPORT ON VITAL STATISTICS!

A blessed event of great import Has occurred on Beauty Street, A heavenly pair of twins are born You must meet them both—tout suite!

They make your bath a gay affair,
They scent your lovely hands,
They invigorate—rejuvenate
Like proverbial monkey glands!

Scent O'Pine BathLure's the first,
Its odours of evergreen mingle.
Men will like it too—because
It sets the blood a'tingle!

Scent O'Spring Smoothskin's the next
Luscious smell of myriad flowers!
It softens the water—scents the room
Your soothed skin feels its powers!

Kathleen Mary Quinlan is the ma
Of each dear, benevolent twin.
Use them frequently in your bath
And you'll be as seductive as sin! ! !



POUDRE SPIRITUELLE
Naturelle, Rache, Creme
Beige, Tan, Vivacité, Blanche
\$3.00

EASTERN
UNGUENT
\$4.50

FOR the supersensitive delicate skin

DELETTREZ EASTERN UNGUENT

A nourishing cream of superlative efficacy.

And of course as the final touch to every complexion

DELETTREZ POUDRE SPIRITUELLE

Sold only at exclusive Toiletry Counters and Delettrez Beauty Salons.



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EVEN IF YOU HAVE A BOOK

A whole library full of books for the improvement of your mind—here is *one* book for the improvement of your face.

Vogue's Book of Beauty is a bible of practical information—covering every phase of beauty care that is of interest to the modern woman.

VOGUE
420 LEXINGTON AVENUE
NEW YORK CITY

VOGUE'S BOOK OF BEAUTY \$1



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the world's richest
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BUY IT AT LEADING FOOD STORES
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If not available at a convenient store,
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WM. S. SCULL CO.
107 W. Federal St., Camden, N. J.
Enclosed is \$1.00. Send 4-oz. bottle
of Bovril postpaid.

Name.....
Address.....

SOCIETY

(CONTINUED FROM PAGE 22)

WEDDINGS

MOBILE (Continued)

Henry-Laneaux—On December 19, Mr. Taylor Hill Henry, son of Dr. Waights Gibbs Henry and Mrs. Henry, of Birmingham, Alabama, and Miss Elizabeth Rich Laneaux, daughter of Mrs. Michel Thomas Laneaux, of Mobile, Alabama.

MONTCLAIR

Parmelee-Hebbard—On December 30, Mr. Cullen Everett Parmelee and Miss Mary Edgar Hebbard, daughter of Mr. and Mrs. Edgar C. Hebbard.

MONTGOMERY, ALABAMA

Covington-Stuart—On December 6, at the First Presbyterian Church, Montgomery, Alabama, Mr. William Franklin Covington, junior, of Headland and Montgomery, Alabama, son of Mr. and Mrs. William Franklin Covington, of Headland, and Miss Helen Campbell Stuart, daughter of Mr. and Mrs. Moses Wadsworth Stuart, of Montgomery.

McDaniel-Burpee—On December 26, Captain Arthur Bee McDaniel, United States Air Corps, son of Dr. Arthur Shaw McDaniel and Mrs. McDaniel, of San Antonio, Texas, and Miss Leah Glenn Burpee, daughter of Mr. Samuel Cole Burpee.

Thorington-Thorington—On December 27, at the Church of Ascension, Montgomery, Lieutenant Alexander Clark Thorington, U. S. N., son of the late Robert Grenville Thorington and Mrs. Thorington, and Miss Katharine Patteson Thorington, daughter of Mr. and Mrs. Jack Thorington.

Trigg-Wilkinson—On December 2, at West End Methodist Church, Nashville, Tennessee, Major Otto Blaine Trigg, United States Cavalry, son of Mr. and Mrs. Clarence Trigg, of Kansas City, Missouri, and Miss Virginia Barnes Wilkinson, daughter of the Reverend Richard Wilkinson and Mrs. Wilkinson, of Montgomery.

PHILADELPHIA

Sinkler-Clark—On January 6, at "The Deanery," Bryn Mawr, Pennsylvania, Mr. Arthur B. Sinkler, son of Mrs. S. Deas Sinkler, of Ithaca, Pennsylvania, and Miss Elizabeth Conway Clark, daughter of Mr. and Mrs. Herbert Lincoln Clark, of Haverford, Pennsylvania.

Schmidt-Warden—On January 16, in Saint George's Church, Ardmore, Pennsylvania, Dr. Erich F. Schmidt and Miss Mary Helen Warden, daughter of Mr. and Mrs. Clarence A. Warden, of "Faraway Farm," Haverford, Pennsylvania.

SAINT LOUIS

Jenks-Ferriss—On January 3, in the Church of Saint Michael and Saint George, Mr. Jeremia Van Buren Jenks, son of Mr. and Mrs. George J. Jenks, of Harbor Beach, Michigan, and Miss Ruth Macomber Ferriss, daughter of Mr. and Mrs. Henry Theodore Ferriss, of Saint Louis, Missouri.

Tooman-Jarvis—On January 3, in the chapel of Christ Church Cathedral, Mr. Arthur Ronald Tooman, son of Mr. and Mrs. John H. Tooman, of Racine, Wisconsin, and Miss Elaine Jarvis, daughter of Mr. Kent Jarvis.

Gross-Adami—On January 27, Mr. Robert Hazlett Gross, junior, of Gallup, New Mexico, son of Mr. and Mrs. Robert Hazlett Gross, of Webster Groves, Missouri, and Miss Blanche Louise Adami, daughter of Mr. and Mrs. Charles J. Adami.

SIOUX CITY

Butler-Mullan—On December 15, in Sioux City, Iowa, Mr. Charles Elwood Butler, son of Mr. and Mrs. Charles A. Butler, of Newark, New Jersey, and Miss Marjorie Mullan, daughter of Mr. and Mrs. Charles H. Mullan.

TULSA

McGuire-Jones—On December 28, in Tulsa, Oklahoma, Mr. Harold Frederick McGuire, son of Mr. and Mrs. Frederick F. McGuire, of New York City, New York, and Miss Lillian Virginia Jones, daughter of Mr. and Mrs. Hoyle Jones, of Tulsa.

WASHINGTON

McClenahan-Phillips—On January 20, in the Church of the Epiphany, Washington, D. C., Mr. Robert Wallace McClenahan, son of Dr. Robert Stewart McClenahan and Mrs. McClenahan, of Philadelphia, Pennsylvania, and Miss Sallie Hews Phillips, daughter of the Reverend Dr. Ze Barney T. Phillips and Mrs. Phillips, of Washington, D. C.

ENGAGEMENTS

NEW YORK

Clark-Scott—Miss Anne Blair Clark, daughter of Judge William Clark and Mrs. Clark, of Princeton, New Jersey, to Mr. George Cole Scott, junior, son of Mrs. George Cole Scott, of "Ballyshan-non," Richmond, Virginia.

Coe-Vitetti—Miss Natalie Mai Coe, daughter of Mr. and Mrs. William Robertson Coe, of "Planting Fields," Oyster Bay, Long Island, and "Cherokee Plantation," Yemassee, South Carolina, to Commendatore Leonardo Vitetti, Counsellor at the Italian Embassy in London, England.

Fischer-Connor—Miss Phoebe Elizabeth Fischer, daughter of Mr. and Mrs. Walter Strich Fischer, of New York City and Darien, Connecticut, to Mr. Frank Hayden Connor, of Bronxville, New York, son of the late Mr. and Mrs. James William Connor, of Owatonna, Minnesota, and Los Angeles, California.

Jackson-Hilts—Miss Harriet Canfield Jackson, daughter of Mrs. Gilbert Kinney, of New York City and Greenwich, Connecticut, to Mr. Erwin Rumsey Hilts, son of Mr. and Mrs. Erwin P. Hilts, of Saint Louis, Missouri.

Lakin-Carden—Miss Mary Stacy Lakin, daughter of Mr. and Mrs. Herbert C. Lakin, of Greenwich, Connecticut, to Mr. George Alexander Carden, junior, son of Mr. and Mrs. George Alexander Carden, of New York City.

Lowsley-Ellis—Miss Ann Lowsley, daughter of Dr. Oswald Swinney Lowsley and Mrs. Lowsley, of New York City, to Mr. John Ellis, son of Mr. and Mrs. Rudolph Pell Ellis, of Philadelphia, Pennsylvania.

Potter-Marvel—Miss Margaret Potter, daughter of Mr. and Mrs. Alonzo Potter, of New York City, to Mr. William H. Marvel, son of Mrs. Josiah Marvel, of Greenville, Delaware.

Silvester-Meeks—Miss Carol Silvester, daughter of Mr. and Mrs. Maurice Silvester, of New York City, to Mr. Carroll Louis Vanderslice Meeks, son of Mr. and Mrs. Joseph Vanderslice Meeks, of Bridgeport and Stratford, Connecticut.

Thomas-Colmore—Miss Mary Virginia Thomas, daughter of Mr. and Mrs. David C. Thomas, of New York City and East River, Connecticut, to Dr. Henry Perrine Colmore, son of the Right Reverend Charles Blayney Colmore and Mrs. Colmore, of San Juan, Porto Rico.

Tucker-Draper—Miss Marcla Anne Tucker, daughter of Mr. and Mrs. Carl Tucker, of New York City and "Penwood," Mount Kisco, New York, to Mr. Raymond Sanders Draper, son of Mrs. M. Sanders Draper, of New York City.

Watts-Vaughan—Miss Louise Watts, daughter of Mr. and Mrs. Edward Everett Watts, of New York City, to Mr. Harold Campbell Vaughan, son of Dr. Harold Stearns Vaughan and Mrs. Vaughan, of New York City and Oyster Bay, Long Island.

Weld-Blyth—Miss Serena Marshall Weld, daughter of Mr. and Mrs. C. Minot Weld, of New York City and Bedford, New York, to Mr. Howard Alden Blyth, son of Mr. and Mrs. Bertram D. Blyth, of Dongan Hills, Staten Island, New York.

Worrall-Ryan—Miss Anne M. Worrall, daughter of Mrs. Walter L. Worrall, of New York City and Mount Kisco, New York, to Mr. F. Peter Ryan, son of Mr. Allan A. Ryan, of New York City, and of Mrs. S. Tack Ryan, of Montreal, Canada.

BOSTON

Dalton-Elder—Miss Alice Dalton, daughter of Mr. and Mrs. Phillip S. Dalton, of Milton, Massachusetts, to Mr. Oliver Laurence Garrison Elder, of Chattanooga, Tennessee.

Hancock-Bromley—Miss Ruth Brington Hancock, daughter of Mr. and Mrs. James Hancock, of "The Poplars," Saint Davids, Pennsylvania, to Mr. Edward P. Bromley, son of Mr. and Mrs. Henry S. Bromley, of Germantown, Pennsylvania.

Means-Hallowell—Miss Nancy Reeves Means, daughter of Mrs. Marjory Rice Means, to Mr. Robert Haydock Hallowell, junior, son of Mr. and Mrs. Robert Haydock Hallowell, Philadelphia, Pennsylvania.

Tucker-Howe—Miss Marjorie Quincey Tucker, daughter of Mr. Quincey Tucker, to Mr. Frederick Ely Howe, son of the late Dr. Walter Clarke Howe and Mrs. Howe.

(Continued on page 122)

SPRINGTIME

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WITH

Sunday Night Knits

Sold in New York City by
Franklin Simon & Company. In
Chicago by Marshall Field &
Company and the best stores in
the United States and Canada

A sparkling new costume with hand-fashioned drawn work in yoke and elbow sleeves. Truly . . . about the smartest knitted frock you've seen . . . and shown in all of the luscious new shades for Spring.

Made of Crown Brand tested yarn

Marinette

MARINETTE KNITTING MILLS • MARINETTE • WISCONSIN



Pictures tell only a small

COAT No. 6592—Balmacaan coat with raglan sleeves and a centre-back vent. In 32 to 44. Price, 50 cents

FROCK No. S-3692—A tunic frock with a trim, small vestee and raglan sleeves. Sizes 32 to 42. Price, \$1

FROCK No. 6559—One-piece frock. Buttons cleverly at left side-front. Sizes 32 to 42. Price, 75 cents

COAT No. S-3695—Fitted coat; the jabot lapels are in one with the collar. Sizes 32 to 46. Price, \$1

COAT No. 6606—"Easy-to-Make." It features the smart new front fulness. Sizes 32 to 46. Price, 60 cents

FROCK No. 6582—One-piece frock; may be collarless if you wish. In sizes 12 to 20; 30 to 38. Price, 60 cents

You may like these pictures of Vogue Designs and still not begin to realize the beauty and flowing grace of the finished clothes. We know pictures are inadequate to express the texture, richness, and drape of fabric . . . we know because each design is created in cloth before it is translated into paper. Only when it makes a smart and wearable costume, is it considered worthy of its tissue-paper permanence.

If you look carefully at these Vogue Patterns you will see that there are no extraneous "fixings"—just details which add zest and interest to the basic simplicity of their lines.



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FROCK No. 6608—One-piece frock with an interesting collar-and-hip line. In 32 to 46. Price, 75 cents

FROCK No. S-3682—Features an unusual, set-on band; slender sleeves. Sizes 14 to 20; 32 to 38. Price, \$1

FROCK No. 6593—New "hi-lo" neck-line; has shirred ruffle from shoulder to hem. In sizes 32 to 42. 60 cents

ENSEMBLE No. 6607—An unusual girdle connects the blouse to the skirt. Sizes 32 to 42. Price, 75 cents

ENSEMBLE No. 6607—A two-piece ensemble with a short jacket; new square neck. In 32 to 42. Price, 75 cents

SOCIETY

(CONTINUED FROM PAGE 119)

ENGAGEMENTS

CHARLOTTE, NORTH CAROLINA

Skelding-Hardin—Miss Mary Alan Skelding, daughter of Mr. and Mrs. A. B. Skelding, of Charlotte, to Mr. John Haywood Hardin, junior, son of the late John Haywood Hardin and Mrs. Hardin, of Wilmington, North Carolina.

Whitlock-Connah—Miss Elizabeth Caroline Whitlock, daughter of Mr. and Mrs. P. C. Whitlock, of Charlotte, to Mr. Douglas Duff Connah, of New York City, son of Mr. Douglas John Connah, of New York City, and of Mrs. Nora Leslie Connah, of Boston, Massachusetts.

DENVER

Daly-Foster—Miss Betty Daly, daughter of Mr. Clarence Daly, to Mr. Frank Foster.

ELMIRA

Noble-Brinkley—Miss Frances Noble, daughter of the late Mr. and Mrs. Charles Henry Noble, of Portland, Oregon, to Mr. Rawn Brinkley, of Seattle, Washington.

FLINT, MICHIGAN

Halligan-Le Mire—Miss Margaret Halligan, daughter of Dr. Raymond S. Halligan and Mrs. Halligan, to Dr. William A. Le Mire, son of the late Dr. William A. Le Mire and Mrs. Le Mire.

LYNCHBURG, VIRGINIA

Watts-Austen—Miss Langhorne Watts, daughter of Mr. and Mrs. E. Thomas Watts, junior, of Lynchburg, Virginia, to Mr. George Austen, junior, son of Mr. and Mrs. George Austen, of University, Virginia.

MONTCLAIR

Van Wie-Smith—Miss Jeannette Van Wie, daughter of Mr. and Mrs. Frank L. Van Wie, to Mr. Daniel Freeman Smith.

NASHVILLE

Cheek-Price—Miss Helen Cheek, daughter of Mr. and Mrs. Robert Cheek, of Nashville, Tennessee, and Daytona Beach, Florida, to Mr. Edwin A. Price, junior, son of the late Colonel Edwin A. Price and Mrs. Price.

Haggard-Askew—Miss Jean Haggard, daughter of Dr. William D. Haggard, to Mr. Burgess Bethel Askew, junior, son of Mr. and Mrs. Burgess Bethel Askew.

NEW ORLEANS

White-Spragins—Miss Yvonne Alice White, daughter of Mr. and Mrs. Sidney J. White, to Mr. Wendell Spragins, son of Mr. and Mrs. Hearn Spragins, of Jackson, Tennessee.

PITTSBURGH

Mitchell-Dewhurst—Miss Mary Louise Mitchell, daughter of Mrs. Lou Mitchell, of Miami Beach, Florida, and Pittsburgh, Pennsylvania, to Mr. Richard Miles Dewhurst, junior.

SAINT LOUIS

Simpson-Dempsey—Miss Mary Morrison Simpson, daughter of Mrs. William S. Simpson, to Mr. Dumont Gardner Dempsey, son of Mr. and Mrs. Thomas J. Dempsey.

SAN FRANCISCO

Merrill-Ziel—Miss Elizabeth McClure Merrill, daughter of Mr. and Mrs. Frederick Raymond Merrill, of Minneapolis, Minnesota, and Los Angeles, California, to Mr. John G. Ziel, of San Francisco, California, son of the late Gustavus Ziel and Mrs. Ziel.

TORONTO, ONTARIO

Seagram-Hungerford—Miss Persis Stephanie Seagram, daughter of Mr. and Mrs. Norman Seagram, of Toronto, to Mr. John G. Hungerford, of Toronto, son of Mr. and Mrs. Walter F. Hungerford, of London, Ontario.

UTICA

Pringle-Lorty—Miss Dorothy Pringle, daughter of Mr. Arthur Pringle, to Mr. Edgar M. Lorty, son of Mr. and Mrs. Arthur L. Lorty.

Roundey-Hanson—Miss Virginia Roundey, daughter of Mr. and Mrs. Eugene Roundey, to Mr. Eugene Hanson, son of Mr. and Mrs. Horace B. Hanson, of Yonkers, New York.

YOUNGSTOWN, OHIO

Morris-Summers—Miss Elizabeth Morris, daughter of Mr. and Mrs. David Morris, to Mr. Robert Hughes Summers, son of Mr. and Mrs. B. M. Summers.

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341530	645850	659540
341630	646940	659640
341940	648230	659875
342030	648430	659950
342130	648530	660175
342240	648830	660275
342440	658940	660360
342540	659030	660450
	659130	

THIS YEAR OF
Lace

Let there be lace, says the mode—but not just any lace. It must have exquisite texture, artful designing—it must have subtle “color value.” So many of the season’s smartest gowns are designed for lace. When you visit your dressmaker’s, ask if she has the newest MacCarthy imports. You’ll see at once that they have unusual distinction—and will make ravishing gowns. No wardrobe can be complete without at least one gown of lace. And no laces can be lovelier than these.

VOGUE PATTERN NO. S-3691

Matthew M. MacCarthy, Inc.
Importers of Fine Laces
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To be correct
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YOUR LIPS

To make sure that you are using your correct shade of lip color, test all four shades of **TATTOO** on your own skin.

And **TATTOO** is certainly more interesting than old-fashioned “indelible” lipstick. Imagine! No purplishness. No pastiness either. Put it on . . . let it set . . . then wipe it off . . . nothing remains on the lips but transparent color . . . truly exciting color . . . the smartest ever seen . . . and it won't come off when it shouldn't! Positively non-drying too! **TATTOO** is a dollar. Try all four shades, on your wrist . . . at the **Tattoo Color Selector** featured on all leading toilet goods counters.



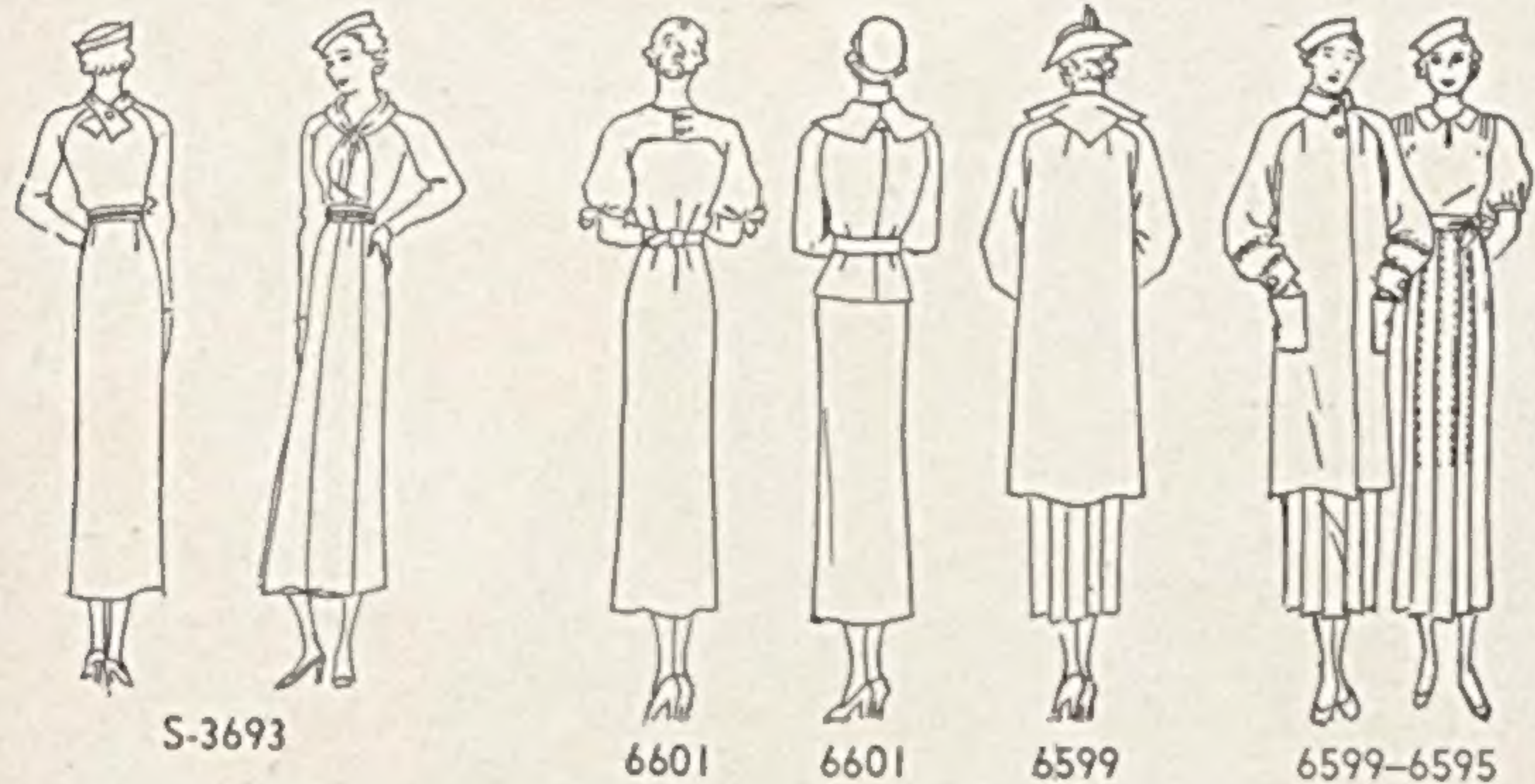
No. 1 has an exciting orangish pink cast. Rather light. Ravishing on blondes and titian blondes. It is called “**CORAL**.”
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No. 4 is of the type that changes color when applied to the lips. Gives an unusually transparent richness and a depth of warm color that is truly amazing. It is called “**PASTEL**.”

**TATTOO FOR LIPS AND CHEEKS**

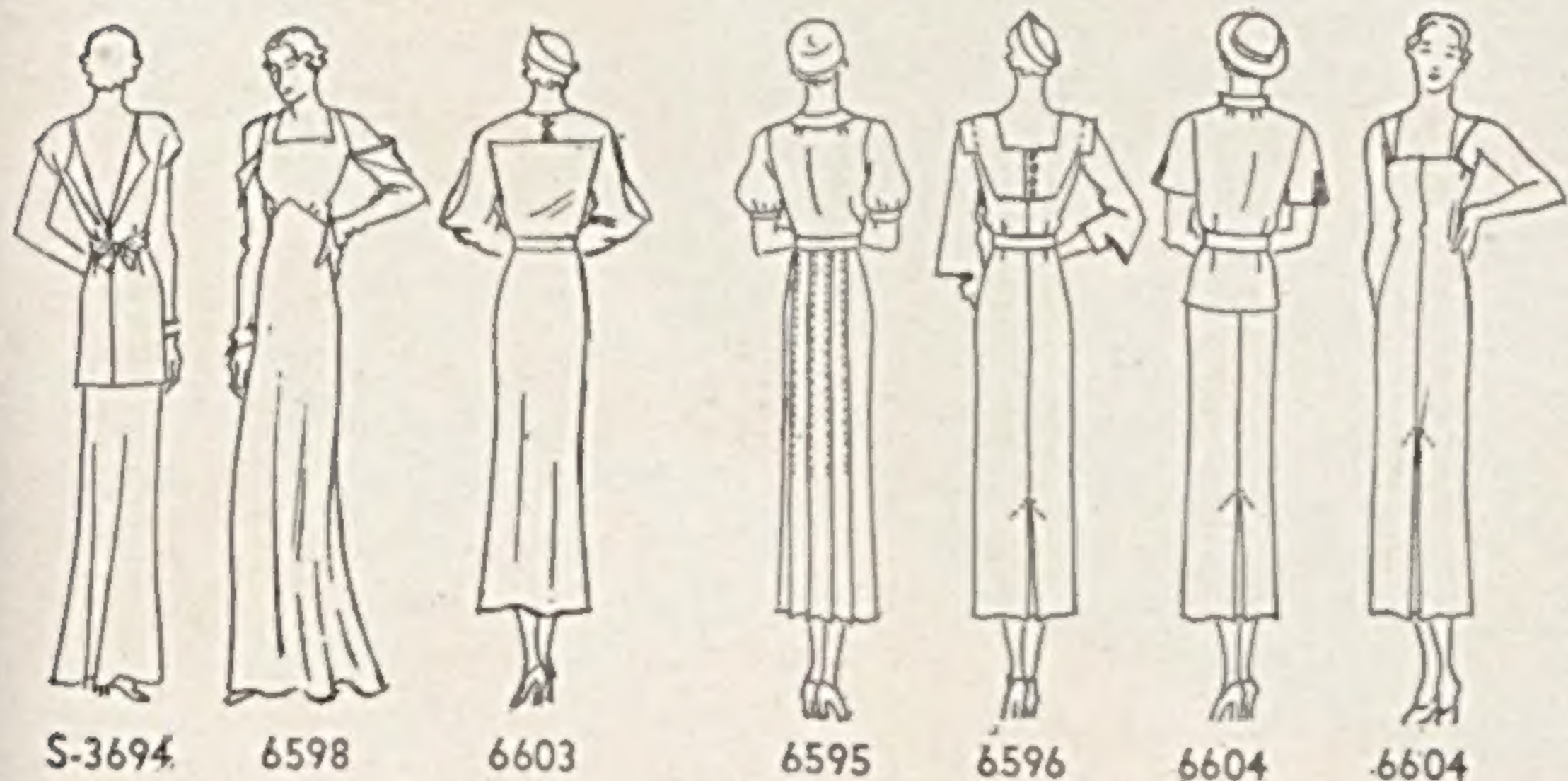
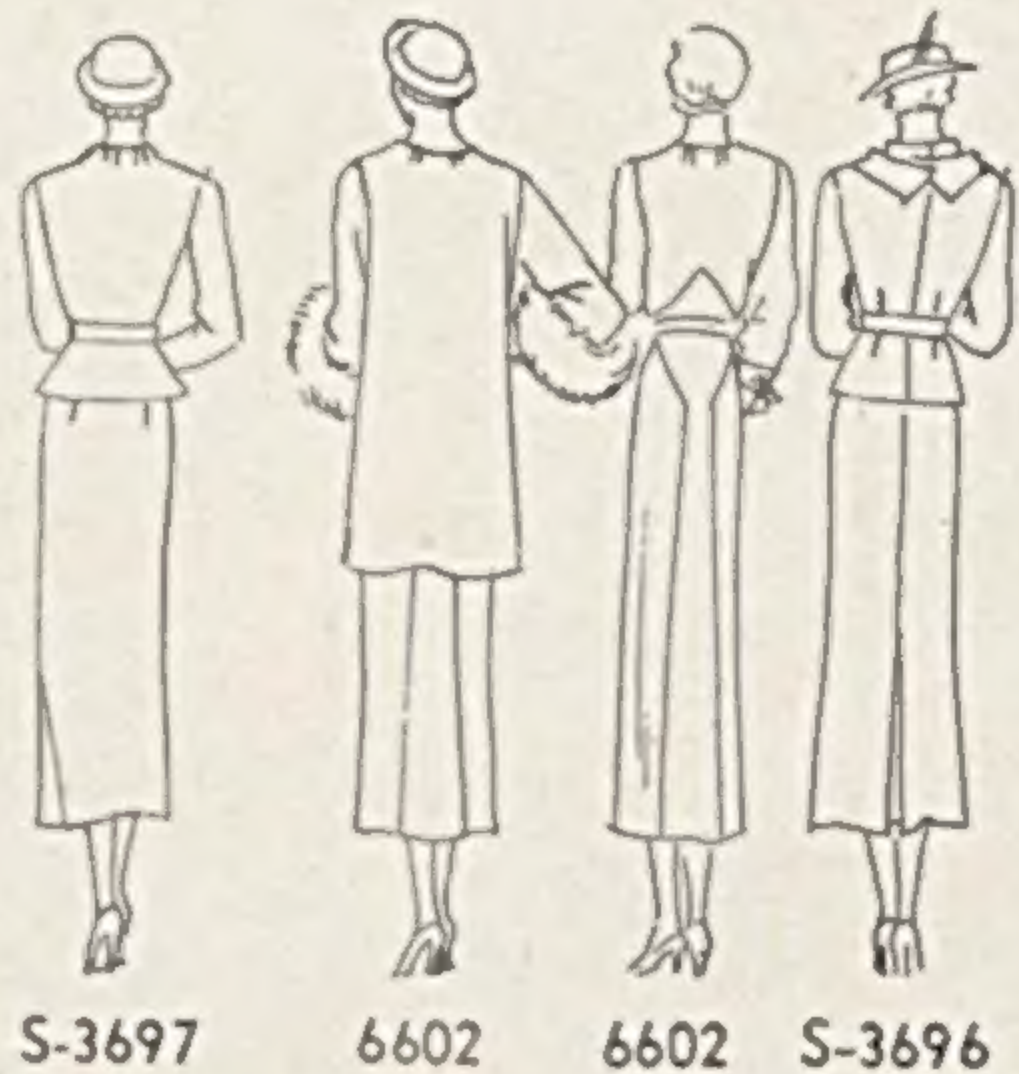
An ever-so-smooth, pure, non-purplish rouge for lips, cheeks, or both. Prepared in the same identical shades as **TATTOO LIPSTICK** so that cheeks and lips may be in perfect color harmony with each other. The price is 75c.

TATTOO
THE NEW Transparent COLOR
FOR LIPS AND CHEEKS

DESIGNS FOR PRACTICAL DRESSMAKING



• Here are the back views of the smart new fashions illustrated on pages 52 and 81 to 84. They are designed for sizes: S-3693, 6595, S-3696, S-3697 in 32 to 42; 6601 in 12 to 20; 30 to 38; 6599 in 30 to 44; and 6602 in sizes 32 to 46
• Lower row: Designed for sizes: 6598, S-3694, 6595 in 32 to 42; 6603 in 32 to 46; 6596 and 6604 in 12 to 20; 30 to 38



DEAR VOGUE,

Your very helpful suggestions on a wardrobe for a trip around the world received, and I thank you very much. It will be a real assistance to me in making decisions, and I am grateful for the thought you have given to it.

Yours very truly,
MARY G. MANNING

Wardrobes for special trips present such problems that Vogue constantly receives letters asking for specific advice. Which types of clothes belong at a given place in a given season? What accessories need you take? If you want to know, Vogue will tell you.

But clothes aren't the only subject on which we are consulted. Questions of etiquette and entertaining, even some personal problems, are often presented to Vogue for solution.

We welcome these letters because they are an indication of confidence from our readers. Please do not, however, ask us to shop for you. We are not equipped to do so.

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Discover it in the smart color and design and in the smooth, glove-like fit of Matrix Shoes.

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